

CHEMIST & DRUGGIST

The newsweekly for pharmacy

August 8, 1992



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PSNC faces imposition on pay

Berks FHSA
gauges opinion
on local DUMP

NPA seeks its
own POM to
P move

Screening out
breast cancer

Focusing on a
joint approach
to boost sales

City cheers as
ICI performs
the splits

ABPI packs
patent punch

Off to coach at
the Paralympics

Abbreviated Prescribing Information: For correct usage read label. **Presentation:** Alphosyl 2-in-1 Shampoo is a pale green pearlescent lotion shampoo with a herbal fragrance containing: Alcoholic Extract of Coal Tar 5% w/w. **Uses:** Alphosyl 2-in-1 Shampoo is indicated for the treatment of scalp disorders such as psoriasis, seborrhoeic dermatitis, scalp itching and dandruff. **Dosage and Administration:** Use every two or three days, or as directed by the physician. **Contra-indications/Warnings:** Sensitivity to coal tar. Use in pregnancy is best avoided. **Legal category:** GSL. **Package Quantities:** Bottles of 20, 125 and 250ml. Basic NHS prices (RSP's in brackets): n/a (0.49p), £1.81 (£2.99) and £3.43 (£5.69). **Prod Licence:** 0036/0052. Further information and full prescribing information can be obtained from: Stafford-Miller Limited, Broadwater Road, Welwyn Garden City, Herts., AL7



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Comment

Last Friday's High Court decision (p216) was, by all accounts, as much a disappointment to PSNC as it was a surprise to the Department. It makes the imposition of a remuneration settlement — for the second time in three years — the most likely outcome of yet another lengthy and acrimonious period of negotiation. Pundits might care to pencil in September 7 as a suitable day for the good news to be imparted, when Health Minister Brian Mawhinney addresses the opening session of the British Pharmaceutical Conference in Birmingham.

Hindsight is a wonderful thing, as PSNC officials listening to Mr Justice Jowitt's judgment were probably painfully aware. If PSNC had questioned the terms of reference of the Panel when the cost-plus contract was scuppered; if PSNC had complained that it was deprived of "legitimate expectation" last time it referred a dispute to the Pharmacy Review Panel and a settlement was imposed; if only...

It would not do to underestimate the implications of the judicial review. Apart from the substantial cost to the contractor body, PSNC's attempt to develop the Pharmacy Review Panel into a review body has been stopped dead in its tracks. The judgment says it was never within the Panel's remit to undertake an annual review nor is a reference embodying the whole global sum acceptable

under the current terms. While the DoH and PSNC have both expressed a desire to retain the Panel but review its terms of reference, it is unlikely that any broadening of its remit will be acceptable to the Government.

So what the court case has confirmed without any doubt is that the Department of Health is a monopoly employer and that contractors have virtually no means of redress against any decision the Secretary of State might decide to impose, other than to withdraw their labour (see **Comment** July 11). To abandon the Review Panel entirely would be to acknowledge this publicly, which is presumably why the Department is happy to discuss its future. PSNC is taking some comfort from the fact that that the Department's counsel made clear that there are topics considered suitable for the Panel to consider. But the unpalatable fact is that the Panel does not have to take up the reference (it declined to do so after the last settlement was imposed — and why should it if its deliberations are already in effect redundant?), and the Department does not have to co-operate and is not obliged to act on Panel recommendations. All this makes the so-called criteria used to determine the global sum even more of an unquantifiable joke than they were this time last week, as far as contractors are concerned, especially retention and motivation.

PSNC loses judicial review a

The imposition of a pay settlement on pharmacy contractors in England and Wales before the end of September is now highly likely after the Pharmaceutical Services Negotiating Committee lost its application for judicial review of the pay process in the High Court on July 31.

If the Secretary of State for Health proceeds along these lines it will be the second time that a settlement has been imposed since the unilateral abolition by the Department of Health of the cost-plus contract in 1989.

PSNC earlier this year rejected two offers from the Department (C&D April 18) and referred the dispute over remuneration to the Review Panel. The offers were:

- A 4.5 per cent increase in base remuneration conditional on a reduction in on-cost from 5 to 4 per cent to finance a professional allowance for 1992-93.
- A 4.75 per cent increase in base remuneration conditional on a reduction in on-cost to 2.5 per cent in 1992-93, dropping to zero in 1993-94, with 1 per cent of the reduction being used to finance a professional allowance for

1992-93.

After last Friday's judgment, PSNC chairman David Sharpe said he will be asking for a meeting with the Health Secretary Virginia Bottomley. He would not comment on whether PSNC will be seeking further negotiations with the Department, or the likelihood of a pay imposition.

However, outside the court a Department official said the minister would not want to waste any further time, and that no further talks with PSNC were anticipated. He did say, though,

that in the light of the judgment the Department was likely to review the terms under which the Pharmacy Review Panel operates.

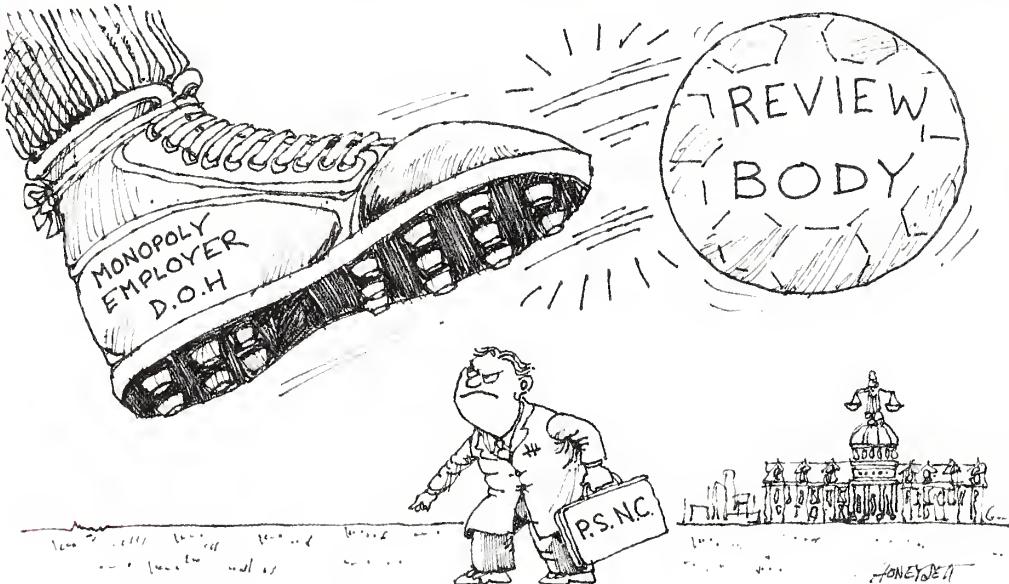
PSNC, in referring this year's pay dispute to the Panel, claimed it had a "legitimate expectation" that the Panel's final recommendations would be taken into account. PSNC asked the court to rule on whether it was entitled to refer — and had validly referred — the dispute to the Panel, and an order prohibiting the Department from determining the level of remuneration until the Panel had reported.

PSNC lost on all grounds and costs — expected to be around £100,000 — were awarded against them.

Commenting on the judgment, Mr Sharpe said the court had made it "very clear" that it did not believe that PSNC had a "legitimate expectation". The court also appeared to deny the right of the Panel to be used as an annual review body, "a concept PSNC had sought to establish", said Mr Sharpe.

PSNC could still refer particular aspects of remuneration to the Panel, Mr Sharpe noted, and the Committee will now have to decide whether it wishes to do so.

He anticipated discussions with the Department to determine what the remit of the Panel is.



In giving judgment, Mr Justice Jowitt, sitting with Lord Justice McCowan, harked back to 1980 when the Review Panel was set up to "advise on any aspect of gross remuneration...and act as a means of resolving disputes."

Its terms of reference made it clear that the Panel was not expected to conduct an annual comprehensive review of remuneration, but rather to look at specific aspects, he said.

When the Panel was set up, remuneration was determined on the cost-plus basis. This was abolished in 1989-90 and the Secretary of State now fixes an annual global sum, sufficient to ensure the proper provision of pharmacy services.

"It is common ground that remuneration is now calculated on a basis which makes it difficult to isolate particular aspects which might be referred to the Panel," said Mr Justice Jowitt.

PSNC had argued that since the Department does not say what weight is given to the criteria (recruitment, retention and motivation) used to determine the global sum, it is no longer possible to isolate

The judgment

particular aspects for referral.

Mr Justice Jowitt agreed. "It is fair to say that the present method of determining remuneration leaves the Panel with a diminished role, unless it is right that the global sum falls within its remit," he said.

However, he did not accept PSNC's argument that no useful reference could be made to the Panel unless the global sum was included. It was significant, he said, that although PSNC was dissatisfied with the change in the method of determining remuneration in 1989, it did not refer the matter to the Panel.

Although the role of the Panel has become less clear, there are still matters which can be referred, the judge said. The DoH can still provide information to enable PSNC to identify particular matters for referral.

"PSNC's contention that it has a legitimate expectation of referring the whole figure to the Panel is not advanced by the fact of the Panel continuing to exist with no change to its terms of

reference after the abolition of cost-plus," said Mr Justice Jowitt.

Nor was PSNC's case helped by the fact the Committee had not protested it had been deprived of a legitimate expectation that the Panel should consider a dispute when the 1990-91 settlement was imposed. "The absence of any protest is wholly inconsistent with the case now presented by the applicant," said the judge.

Nor did PSNC have a legitimate expectation that, whatever the scope of the reference to the Panel, the Secretary of State would defer making a determination on pay, he said. In 1990-91 a settlement was imposed before the Panel reported (and in consequence the Panel declined to accept the reference from PSNC).

The evidence does not show that PSNC ever had a legitimate expectation that it could refer a global dispute to the Panel, or that the Secretary of State would stay her hand before making a decision which it was reasonably foreseeable might be affected by any report the Panel might make, Mr Justice Jowitt said.

Work based learning

Pharmacy students taking part in work based learning activities have described the scheme as "a truly informative and worthwhile experience", and some have recommended that it becomes a mandatory part of the course.

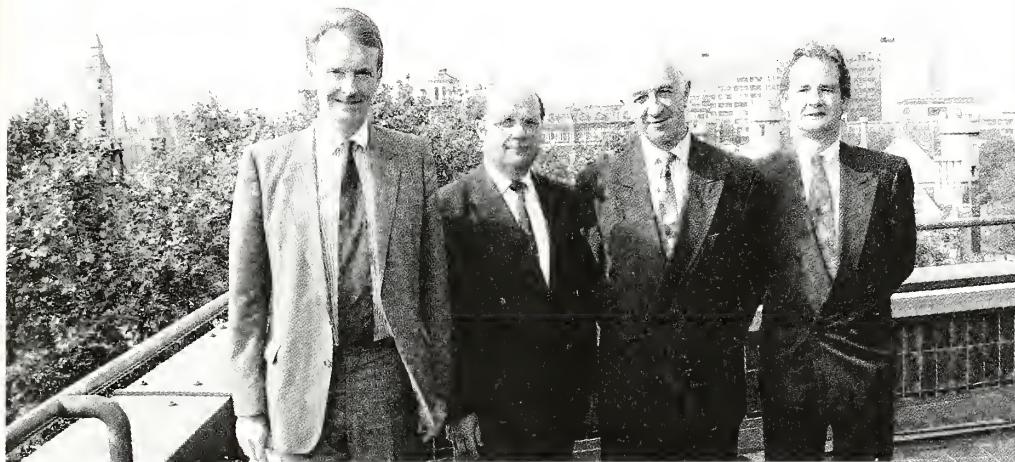
The project, undertaken at the University of Manchester, is now the subject of an executive summary from the Department of Education.

Students embarked on a series of work based learning activities, allocated to a professionally qualified member of staff. Tutorial workshops were used afterwards to complement and reinforce the information and extend the skills gained.

On evaluation, the project was shown to have many benefits including allowing students to develop professional tasks, increasing confidence, and help them make career decisions.

Copies of the summary are available from Dr Judith Rees, Department of Pharmacy, University of Manchester, Oxford Road, Manchester, M13 9PL.

ay imposition looms



After Friday's ruling (from left) PSNC's Godfrey Horridge, Steve Axon, David Sharpe and Mike King

Berkshire FHSA gauges pharmacy views on DUMP

Berkshire Family Health Services Authority is asking community pharmacists to complete a survey to gauge opinion on an on-going DUMP campaign.

In addition, a small working group has been set up with representatives from the FHSA, GPs and pharmacists. This will look at a number of the suggestions of the recent Joint Working Party report.

Health promotion campaigns, services to residential homes, and the sale of pre-payment certificates were also under discussion, deputy general manager Richard Elson told C&D.

On the question of DUMP services, the Authority is currently working on a long term

arrangement for patients to take their unwanted medicines to local pharmacies and possibly to GP surgeries, he explained.

However, problems with the new waste regulations and the question of funding, meant the service was still some way off.

To get the scheme up and running, the FHSA plans a month-long, high profile DUMP campaign, which would try to get the public to "clear the decks". This would hopefully establish the habit of returning unwanted medicines to pharmacies rather than keeping them in the home, Mr Elson explained.

In the first instance, a survey has been sent to all pharmacists asking if they would be interested in offering a collection and

disposal service even if they had to meet the cost.

"We've had promising discussions with local contractors but we need the co-operation of the pharmacists to identify those drugs which are being returned," said Mr Elson.

The move towards an FHSA organised DUMP was prompted by a month-long campaign by local pharmacist Charles Butler, he said.

The amount of drugs collected, up to £10,000 worth, had highlighted the problem and the potential savings to the drugs bill.

Berkshire FHSA are also following the Barnet High Street Health scheme, said Mr Elson, although he was not sure if this was the way they would proceed.

Guild is unhappy with 'secretive' Boots

Council of the Guild of Hospital Pharmacists is still unhappy with the Boots Company's "secretive approaches to health service managers" regarding the company's Meditrol system for ward-dispensing.

At its meeting on July 23, the Council heard that Guild representatives had met with Boots to discuss and clarify the proposed project for the use of the Meditrol system, which is shortly to go on trial in Luton. Council felt that a more open attitude would generate greater co-operation and support.

Press speculation as to the future of some hospitals and trusts in London Teaching Districts was causing increasing concern among hospital

pharmacists within these areas, the Council heard.

Although there is little action at the moment, recent Press reports suggesting a significant number of redundancies are having a detrimental effect on staff morale, said the Guild. Local members are keeping a watching brief on the situation.

The current policy on generic substitution in primary and secondary healthcare was also discussed. The Council reaffirmed its view that generic substitution should only take place in hospitals where the prior consent of the prescriber had been obtained. This would normally occur on a hospital wide basis through local Drugs and Therapeutics Committee.

The Council noted the views of the recent joint Working Party report that community pharmacists have the knowledge and skills to ensure safe and effective operation of a generic substitution policy.

They supported the view that community pharmacists should have access to information on the quality and efficacy of branded and generic medicines, from an independent and authoritative source.

Agreements on unsocial hours payments are still to be resolved in districts and units throughout the country. The Guild's Council advised that such agreements should not link unsocial hours payments with emergency duty payments.

Doubt on pharmacist's knowledge

A pharmacists' knowledge of what drugs actually do in the human body, appears to have been called into question during a radio interview.

The subject arose during an article on the "Today" programme on Radio 4 on August 1, in the wake of controversy over the banning of two Olympic weightlifters for taking clenbuterol.

Dr Richard Nicholson, editor of the *Bulletin of Medical Ethics*, was interviewed as to the effects of the drug and why it appeared on the list of substances banned in sport.

He explained that the drug worked rather like salbutamol but said the idea that it could massively enlarge the airways in a way that would enhance performance was "ridiculous".

He went on to say that for many of the drugs on the banned list, there was no evidence that they enhanced performance in humans.

There had never been a clinical pharmacologist on either the International Olympic Committee's medical committee or advising the Sport's Council, Dr Nicholson said, adding that most of the input came from pharmacists "who know the chemical structure and dispense them".

When asked if pharmacists knew what drugs did in the body, Dr Nicholson replied "they seem not to".

When pressed as to whether that meant pharmacists did not know about the effects of the medicines they sold, Dr Nicholson said they did, but they "seem not to bother to read scientific literature".

Methadone charges

A Wood Green pharmacist appeared before Highbury Magistrates Court on August 4 charged with offences including supplying methadone without a prescription.

Jagdish Chaganbhai Patel, of Perth Road, Wood Green, is charged with failing to comply with requirements under Regulation 16 of the Misuse of Drugs Regulations 1985 in that he supplied methadone to another in installments not specified by lawful prescription, contrary to Section 28 of the Misuse of Drugs Act 1971.

Mr Patel faces further charges of failing to keep a proper register. He was remanded on bail until August 18.

NPA: POM to P for Water for Injection

The National Pharmaceutical Association is to approach the Pharmaceutical Society with a view to making a joint submission to the Department of Health for pharmacists to be allowed to sell Water for Injections as a P medicine.

At the July Board meeting, Jeremy Clitheroe (Merseyside) said that since pharmacists providing advice to drug users were unable to supply Water for Injections, drug users were making up solutions with tap water, water from puddles or even from public toilets.

If Water for Injections were deregulated, pharmacists would be able to offer drug users the means of injecting themselves far more safely, he said.

The Board agreed that there was an unarguable case for the POM to P move, especially since Water for Injections could be sold over the counter for use by contact lens wearers and for first aid purposes.

Blood donor project The NPA is to look into setting up a project to attract new blood donors through displays in pharmacy windows. The move follows an approach

from the National Blood Transfusion Service. This was felt to be in keeping with the pharmacist's role as a provider of healthcare information.

Members heard of one such campaign which had proved successful. A display was used giving details of dates and venues of blood donor sessions, how to enrol, what was involved etc.

Sunday trading The NPA will continue to support the Keep Sunday Special campaign and will donate an extra £2,000 to the group this year. The extra funds are to help the campaign counter moves by some big commercial companies who are lobbying heavily in favour of total deregulation, the Board heard.

NHS remuneration Many members had contacted the NPA to complain about the sudden reduction in Drug Tariff prices for generic medicines. The Board fully sympathised with their concerns, recognising that the reduction represented for many members a substantial part of their income.

But equally it was recognised that the change reflected the terms of the contract and that realistic Tariff prices were preferable to large periodic discount clawbacks.

Price marking test case The NPA is to support a member who is being prosecuted by his local authority for failing to comply with price marking regulations relating to items in display cabinets and on shelves behind counters.

Although all articles for sale were priced, the member is being prosecuted because the regulations also require goods to be labelled so that the price is "clearly legible by a prospective purchaser". Local Trading Standards Officers insist this means the price should be legible from a distance.

CDA solicitors have advised, however, that the regulations will probably be complied with if the price is legible when the prospective purchaser looks at the label but does not have to be visible from any given distance. The NPA is seeking to challenge the Trading Standards Officers' interpretation of the regulations or to get the regulations clarified.

CDA covers homoeopaths NPA members who qualify as homoeopaths and practice on their pharmacy premises are covered for any claim that arises from this by their indemnity insurance, except if the claim relates to the use of homoeopathic vaccines.

New branch secretaries The following appointments have been made: Mr C.S. Chadha (East Riding of Yorkshire), Peter Neal (Hertfordshire), Charles Williams (Medway), and Dennis Moore (Salisbury).



Winners of the College of Pharmacy Practice's Schering awards for outstanding contribution to pharmacy practice, were recently honoured at a dinner at the Welcombe Hotel, Stratford Upon Avon. The dinner was hosted by Dr John Farwell, chairman of the CPP and Dr Peter Longthorne, medical director of Schering Healthcare. Professor Dame Rosalinde Hurley, chairman of the Medicines Commission, spoke on the work of the Commission. Pictured (from left) are: Dr Longthorne, Professor Graham Calder, Joan Greenleaf, Brian Riley and Raymond Dickinson (award winners), Professor Dame Hurley and Dr Farwell

Labour's resolutions

Significant indications that some sections of the Labour movement are coming to terms with the political facts of life over the future of the NHS, are provided by resolutions submitted for the Party's conference which opens in Blackpool on September 28.

Among those offering a welcoming tonic to John Smith, is one submitted by the health workers union COHSE. It acknowledges that many of the reforms introduced by the Government in April 1991 are "likely to be a reality before the next election". Conference is urged to "base its policy for government on the fact".

In sharp contrast, a resolution from Midlothian calls on the Conference to re-affirm Labour's commitment to bring back all opted-out hospitals, units or health authorities into the "main stream NHS".

Two constituency parties renew the attack on the drug companies and press for them to be publicly owned.

The Bow and Poplar party urges a future Labour government to negotiate the creation of a European pharmaceutical company, funded by the European Community, which would supply medicines to the NHS "at a reasonable cost".

Oral care and baby products boom but not hair care

Recent years have seen healthy growth in the baby products market and in oral care, but hair care now has the lowest growth rate of all personal product sectors, according to consultants Datamonitor.

Three reports from the company show that the oral care market grew by 32 per cent and baby care by 8.5 per cent between 1987-91. However, growth in hair care slowed to 3.1 per cent in 1991.

The increasing number of working women and the fact that they are having their babies at an older age means that they are more concerned with speed and convenience, says Datamonitor. Accordingly, sales of disposable nappies and ready-to-eat baby foods have shown strong growth.

The UK baby products market is forecast to reach a value of £1,933 million in 1996, with baby toiletries and nursery products showing the largest growth.

In oral care, mouthwashes are the most hotly contested sector, says the report. The introduction of a pre-brush sector has revitalised the market and

further developments are set to occur, accompanied by massive advertising campaigns.

A key factor in oral care is the trend towards healthier lifestyles, says the report. The concern over having a healthy body has extended to oral hygiene, and resulted in increased sales of specialised products.

The UK oral hygiene market is forecast to reach a value of £416m in 1996 with the highest growth in electric toothbrushes.

On a less positive note, the Datamonitor hair care report shows that the market grew just 5.3 per cent between 1987 and 1991. Although styling agents showed the highest growth rate over this period, this sector actually declined in value by 4.2 per cent in 1991.

The growth in the shampoo sector, particularly of two-in-one shampoos with conditioner, has largely been at the expense of specific conditioner products.

However, the growing number of men who buy hair care products is seen as a major opportunity to reverse the current decline in growth.

Vaginal infections

The August campaign from the Pharmacy Healthcare scheme deals with vaginal infections.

The leaflets, produced by the Health Education Authority, are timely considering the POM to P switch of vaginal imidazoles on July 20.

The leaflet includes advice and information on thrush, bacterial vaginosis and trichomoniasis. It also explains where to go for help in the event of a vaginal infection and prevention methods.

The campaign for September will advise on testicular cancer and the need for regular self-examination.

The final campaign of the year will span the two months leading up to World Aids Day on December 1.

Restrictions on doctor

Dr Manohar Vasudev Ray MB BS, of Stoodley, 84 Walton Road, Stockton Heath, Warrington WA4 6NP, has been prohibited from prescribing, administering and supplying any drug which was on October 16, 1991, a Controlled Drug under the Misuse of Drugs Act 1971.

The announcement has been made by the Secretary of State in pursuance of subsection (2) of Section 13, and by virtue of Section 15 of the Misuse of Drugs Act 1971.

The direction does not extend to the doing of anything in circumstances where it may lawfully be done without being a doctor.

Labour's number two on health

Dawn Primarolo, the 38-year-old MP for Bristol South, has been appointed Labour's number two health spokesman in the Commons.

Under the leadership of David Blunkett, she will challenge the Government's continuing efforts to introduce the disciplines of the market to the NHS.

Ms Primarolo, who is associated with the left wing of the Labour Party, has made the advancement of women's rights one of her special interests since she entered the Commons in 1987.

David Hinchliffe, MP for Wakefield and Ian McCartney, MP for Makerfield, have also been appointed to Labour's front bench health team by the recently elected party leader John Smith.

The scourge of drugs in sport

With all the fuss and jingoism of the Olympic Games now almost over, the one thing that will stick in my memory is the ugly spectre of the misuse of drugs in sport with, this time, allegations being made about a number of British athletes.

No amount of denial will remove the taint of "cheat" upon the characters of the individuals said to be involved, but I am also aware of the extensive general abuse by the number of requests I receive from our local enthusiastic amateurs.

Last week a well-built young man blatantly asked me to obtain for him a box of needles suitable for intramuscular injection. On questioning him, and there was little point in beating about the bush, he merely shrugged his shoulders and said he bought the injections quite openly (and ironically) in Spain, imported them for his own use and gave himself the injection. As far as he was aware, he was committing no offence in this country.

He knew more about the possible side effects of the preparation than I did, and was not only prepared to take the risk but indicated that he had little choice since, in his competitive sport, only fools and losers played by the rules!

The moral dilemma this request produced was similar to that of the drug addict of yesterday, for whom it is now accepted that it is better to supply clean "works" than risk the use of dirty needles. I did supply him with a few needles and demonstrated my obvious disapproval of his unsporting, potentially dangerous behaviour, but mine is a cry in the wilderness.

The scourge of drugs in sport is rife at grass roots level and the situation is not helped by the ease with which the resourceful can apparently obtain supplies. Until all countries, particularly those

within the European Community, agree on an enforceable legal framework of control for these drugs, with criminal penalties for their possession, then the advantages of illicit use will forever outweigh the risks.

continued manufacture by, in particular, Boots and Thorntons in the latest issue of the *Food Magazine* (C&D August 1, p172) was fully justified. Boots continue to defy expert opinion and stock these products not, perhaps, for the direct benefit of the diabetic patient but for the commercial gain of pandering to the patronising attention of relatives and friends.

Diabetes is no different from any other medical condition which requires specialist dietary advice and the time has now come for any discrimination for commercial reasons to cease.

Ideally patients should be advised how to adapt "normal" food to their particular problem. Specialist products still have a place in management of the disease and manufacturers have every right to produce them. What they should not do is promote them by the inclusion of a defined medical condition within the product name. All that should be necessary is a comprehensive analysis of the constituents on the packaging when an informed purchase can then be made by the consumer.

Gone flat...

Flatulence is a very common complaint which unfortunately lends itself to easy music hall jokes and acute embarrassment for the patient. The original launch of "Windcheaters" cleverly played upon this light-hearted public attitude to the problem by introducing an effective medication in a "pick-up" pack with a gimmicky name.

The result was instant success but now that the product has been repackaged into a clinically acceptable flat blue box, looking remarkably similar to other indigestion products on the market, my sales have plummeted.

The original converts still suspiciously buy the product but the "pick-up" novelty of the old packaging associated with its tongue-in-cheek name has gone. The new look has totally destroyed its attraction for new purchasers. My advice to Napp would be "swallow your pride, admit you boozed and reinstate the original joke".



Diabetic foods — an unfair offering

If my dispensing statistics are any guide, diabetes is a particularly common condition, but I have not stocked diabetic foods for many years. Whenever I receive an inquiry from patients, I refer them to the advice of the British Diabetic Association that these foods are unnecessary. When it comes to relatives then I do have more problems and in desperation sometimes refer them to other pharmacies.

I am convinced that diabetic foods, by perpetuating this myth of being "different", actually encourage the discriminatory treatment of diabetics. The criticism of their

Topical REFLECTIONS

Counterpoints

Yardley launch a Fine Gift Collection

Yardley, purveyor of fine soap and perfume since 1770, is introducing a new Finest Gift Collection, to be available through pharmacies from October.

The range of products addresses the current trend for "things nostalgic" and consists of a box of three 100g perfumed soaps in pull out drawers (£7.95); a fine dusting powder in a drum with powder puff (£6.95); perfumed bath essence (£7.50), and perfume spray in an etched glass bottle with gold cap (£9.95).

A Finest Gift Collection set presented in a hinged rigid box offers the combination of bath essence and two soaps for £12.50.

The range is offered in two fragrances. Jessamine, packaged in raspberry, combines a classic green floral bouquet with rose



and lily of the valley highlighting jasmine middle notes and rounded off with soft woody elements. Orchis, packaged in purple, with peachy top notes mixing with rose, iris, jasmine and lily of the valley, is rounded off with musky sandalwood notes.

The launch of the range reflects the company's desire to move its toiletries portfolio more upmarket, and recognises the growing number of customers in the older age brackets. **Yardley Letheric Group. Tel: 0276 62211.**



A head for luxury

Two new ranges of hair accessories are now available from Celeste.

Velvet and satin headbands (£2.99), co-ordinating scrunchies (£1.99) and automatic slides (£1.99) are available in black, navy, ruby red and emerald green.

The second range of black, gold and pearl hair accessories is aimed at the Christmas party market. It

features three headbands (£2.99), one in velvet with thick and thin gold stripes, the second a combination of velvet, satin and gold twisted together and the third made of pearls and gold beads. Velvet scrunchies (£1.99) and automatic slides (£1.99) to match the headbands are also available. **Jackel International Ltd. Tel: 091 250 1864.**

Arden Autumn shades

Room Service is the name of the new Autumn/Winter collection from Elizabeth Arden.

It is described as a combination of warmth and luxury, shades include terracotta, sepias, grey and lavender.

For eyes there is Luxury Eye Colour duo (£13.50) in terracotta and teal, mallow and sepias, cocoa and lavender. Luxury Eyeliner pen (£9.95) comes in Ink

Black, Woodsmoke and Blue Dusk. Cheeks are coloured with Luxury Cheek colour (£13.50) in Rosy or Sunny. Fresh and fruity is the theme for new shades of Lip Spa (£11.50) in Pink Jasmine, Fresh Peach, Fresh Fig and Persimmon. Nails are painted with Luxury Nail colour (£7.95) in Fresh Fig and Persimmon. **Elizabeth Arden Ltd. Tel: 071-224 1213.**

Chamille's Natural bodycare

Chamille's new range of bodycare products comes with a display stand.

The entire range of shampoos, conditioners, creme baths, bath salts, hand & body lotions, foaming bath oils and shower & bath shampoos is made from natural ingredients, contains plant and essential oil extracts, is available in a range of fragrances and is not tested on animals.

Each product in the range has a trade price of £1.50 and retails at £2.99.

The 2ft wide, 6ft 6in high display stand is free if the complete package is purchased (£288 trade). Leaflets and window stickers are also available.

Chamille say the range is designed to help independent retailers benefit from the trend towards natural products. **Chamille. Tel: 081 420 4089.**



Pregnancy test for shop use

A new pregnancy testing kit has been launched. Concise pregnancy test kit, from BHR Pharmaceuticals, is being promoted to retail pharmacists who provide a pregnancy testing service on their premises.

The urine sample is added to the sample well of the device and permanent results are displayed in the result window in approximately five minutes. Two bars in the window is a positive result, a single bar is a negative result. Permanent results mean that there is no need to supervise the test or even to time it accurately.

The test is sensitive to 50 mIU/ml hCG and can detect pregnancy as early as 10 days after conception.

The Concise kit (£42.50) contains 25 test devices in individual pouches, 25 sample pipets and directions for use. **BHR Pharmaceuticals Ltd. Tel: 0203 353742.**

New look Novatec

Inphormed Ltd are relaunching Novatec Smokers' Toothpolish. The new pack is no longer price-flashed and retails at £1.59 (75ml).

It will be available from the end of September. Discounts can be obtained from the sales force of RDL Pharmaceuticals.

The 75ml Regular Novatec Toothpolish is still available in a 99p flashed pack. **Inphormed Ltd. Tel: 0962 878811.**

Baby towel from Zorbit

Zorbit Babycare have introduced a jacquard towel into their range of bathtime accessories. Measuring 70x110cm, the baby's towel (£6.95) is in 100 per cent cotton and features toys and numbers against a pastel background. **Zorbit Babycare. Tel: 0942 497191.**

NEW PRODUCT NEW MARKET NEW MONEY

Rappell is revolutionary. It's creating a new market for you and an extra profit opportunity.

Rappell isn't another headlice treatment. It's the first and only highly effective headlouse repellent for people who never want to get headlice. Its light fragrant fine mist spray will attract new customers who simply wish to protect their families, as well as those wishing to

SUPPORTED BY
1/2 MILLION NATIONAL
PRESS LAUNCH



avoid further trouble.

And with a major new press launch and a UK epidemic about to break, they'll be attracted towards your premises soon.

Remember, Rappell is in a new class of its own. Recommend it on its own or together with a treatment and stock up now before the next headlice outbreak in your area.

Charwell Pharmaceuticals Ltd.,
Alton, Hants, UK. Tel: 0420 84801

Rappell is a registered trademark.

06-92-2



ATTRACTING CUSTOMERS. REPELLING HEADLICE.

New additions to Vichy range

Vichy have added Contour Refining Cream, Exfoliant Velours Gentle Exfoliating Body Scrub, and Gentle Eye Make-Up Remover to their range.

The Contour Refining Cream, which replaces the Hip & Thigh Cream, is a massage cream that refines contours and firms the skin of the hip and thigh areas, say Vichy.

With a citrus fragrance and green colour, the cream contains caffeine with extracts of cola nut, holly and ivy for improving the appearance of the hip and thigh areas, while a silicon derivative allows the skin to become firmer, smoother and softer.

Priced at £15 per 200ml, the cream represents better value for money compared to the Hip & Thigh Cream, say Vichy, while being more effective.

Exfoliant Velours Gentle Exfoliating Body Scrub (150ml £8.50), available

from the beginning of September, replaces the Aqua Tendre Body Scrub Gel, and is designed to complement the recently relaunched Hydra-Velours Moisturising Body Milk and Contour Refining Cream.

A translucent green gel, the scrub can be used on all skin types to stimulate the elimination of dead skin cells and impurities, to activate the skin's micro-circulations and to promote skin cell renewal, say Vichy.

Gentle Eye Make-Up

remover is a light and non-oily fluid cream that gently removes ordinary and waterproof eye make-up.

Available in a 50ml tube (£6.25), the cream contains allantoin and pro-vitamin B5 to soothe and hydrate the eyelids, while caring for eyelashes and the eye contour area.

The Eye Make-Up Remover has been tested under ophthalmological control on sensitive eyes and contact lens wearers. Cosmetique Active (UK) Ltd. Tel: 0235 526747.

Farley's Rusks given added character



Farley's product manager Andrew Wilding steps out with his latest baby

New character is being put into Farley's Rusks this month with the introduction of a set of cartoon characters, the "Little Ruskles".

The Ruskles will spearhead a campaign to modernise and extend the usage of the range. Product manager Andrew Wilding says there is a significant opportunity for Farley's to increase the usage of rusks well beyond the age of two.

The characters will be

launched with a national mailshot featuring a strong consumer offer.

Each month, for an eight month period, 20,000 mothers will have the chance to receive a birthday party pack free of charge when they collect and send in five proofs of purchase.

The pack contains 10 hats, badges, balloons and bibs, all featuring Little Ruskles. Crookes Healthcare. Tel: 0602 507431.

Kyomi offer

A free 75ml handy size Kyomi aerosol will be banded with a 150ml Kyomi aerosol of the same variant in a new promotion from Elida Gibbs.

The offer will be available for a limited period from September.

"More and more women are carrying deodorants around with them in their handbags. Our handy size is ideal for that and we're confident that our free offer will be successful," says Horace McDonald, brand manager for Kyomi.

Elida Gibbs say Kyomi, launched just over a year ago, already claims 3.3 per cent of the UK under-arm protection market. Elida Gibbs. Tel: 071-486 1200.

Free haircare sets

Roche Nicholas Consumer Healthcare are offering the new Stylites Stylepak from Vidal Sassoon free with any two case order of Femina and Femigraine.

The haircare sets can be sold at a retail price of £13.99. Roche Nicholas Consumer Healthcare. Tel: 0707 328128.

Producer Lynch asks: "Who is Giò?"

To celebrate the launch of Giò, Giorgio Armani has asked producer David Lynch to produce a publicity film based on the theme "Who is Giò?"

A national television advertising campaign,

comprising a 30- and 10-second commercial, is also scheduled to coincide with the launch of Giò in October. Prestige & Collections Ltd. Tel: 081-979 6699.

Dentinox goes for green look



Dendron are repackaging

their range of Dentinox products; Teething Gel, Infant Colic Drops and Cradle Cap Treatment Shampoo. Dendron believe the new packaging with its green design will help to increase sales.

Dendron is supporting the pharmacist with promotional and point of sale material. Information leaflets are being

redesigned to match the new packaging.

Further support includes high frequency advertising in key monthly mother and baby magazines and annuals, an on-going public relations programme, advertising and detailing to health visitors and attendance at health visitor exhibitions. Dendron Ltd. Tel: 0923 229251.

Pregnancy care for men!

Carter-Wallace have produced a leaflet to help dads-to-be better prepare themselves for fatherhood. Produced under the First Response banner, "Pregnancy planning for men" gives advice on pre-conception diet and healthcare for men, how to help during pregnancy and the birth and legal information. Free copies are available from Carter-Wallace Ltd. Tel: 0303 850661.

Sample the Complan roadshow

More than 140,000 potential new customers will have sampled a glass of Complan by the end of August, according to Crookes Healthcare, who are promoting Complan in 17 major shopping centres throughout the country.

Visitors to the roadshow will be offered a glass of strawberry or vanilla Complan and handed a 30p off next purchase coupon. Crookes Healthcare Ltd. Tel: 0602 507431.

Philishave Tracer

The new Philishave Tracer HS375 (£49.95) from Philips features two Double Action rotary shaving heads and a charge level indicator. The Double Action "lift and cut" system is a key feature of the Philishave triplehead models.

Other features of the 30 minutes mains/rechargeable Philishave Tracer include an integrated head protection cap, easy-to-use shaving head release button and soft side panels, while a compact travel and storage cassette can be used as a wall-holder or as a table stand.

Philips are also introducing three replacement models to the triplehead range. The mains HS545 (£34.95) and HS555 (£37.95) and the rechargeable HS655 (£47.95), will replace the HS540, HS550 and HP1322. All three new models have a longer trimmer for sideburns and moustache, as well as a redesigned dustcap for better protection of the shaving heads. The HS545 is available in a new pouch, while new storage case is included with the HS555 and HS655. Philips Home Appliances. Tel: 081-689 2166.

Sanatogen knows how to get **bright** young girls queuing up **for you.**



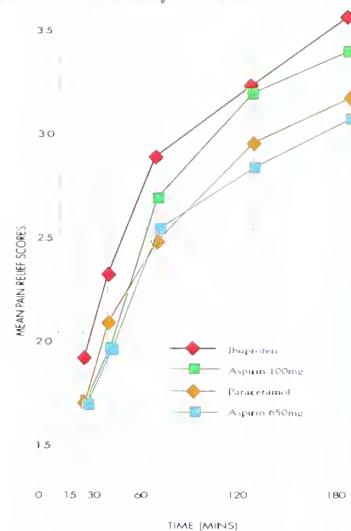
Sanatogen Teen has been specially developed to help Britain's teenage girls maintain good looks and vitality. Teen is a perfect balance of essential vitamins, minerals

and Evening Primrose Oil. Make sure you stock Teen. You wouldn't want to disappoint all those young girls, would you? **One name you can always turn to.**

Sanatogen®

NUROFEN'S superior performance in clinical trials explains why it has become the number one pharmacy analgesic.

Comparison of mean pain relief scores¹

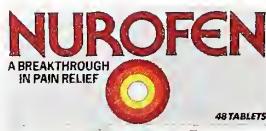


Nurofen (ibuprofen) has been shown to be superior to paracetamol in relieving headaches¹, period pain², backache³ and dental pain⁴; and also more effective than aspirin against most of the common pain indications⁵.

In addition, Nurofen is gentler on the gastrointestinal tract than aspirin and, unlike codeine, doesn't cause addiction or constipation.

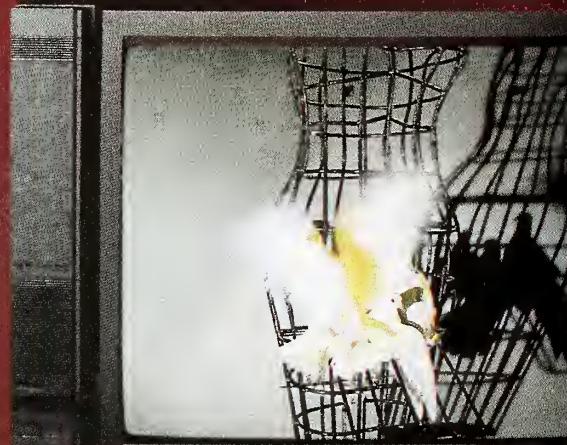
This combination of efficacy and safety is the reason why you should recommend Nurofen to your customers – and inform them about it.

Because the more people learn about Nurofen, the better for them and for you. That's why we support Nurofen with advertising, POS and educational materials. And that's why we'll be pleased to send you a free copy of our comprehensive Professional Guide.



If Nurofen wasn't so good, we would

■ £5M National TV campaign



■ A further £500,000 spent in national press

We invite comparison

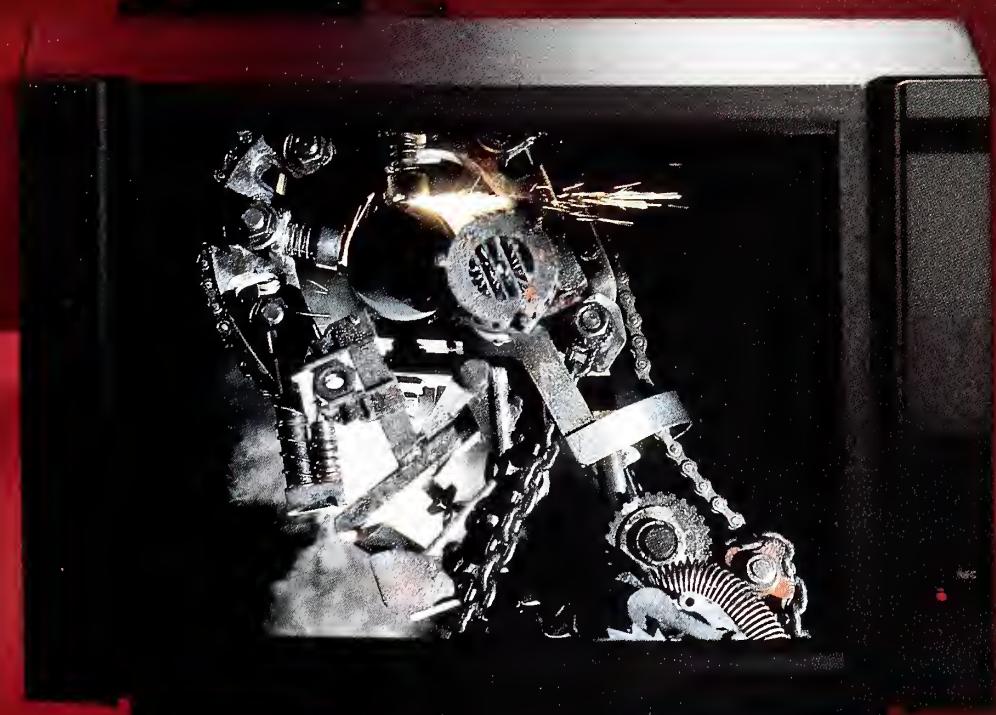
Crookes Healthcare Limited, P.O. Box 94, Nottingham NG2 3AA

References: 1 Noyelle, R.M., et al, *Pharm Journal*, 1987, 238, 561
2 Milsom, I. and Andersch, B., *Brit J Obstet and Gynaecol*, 1984, 91, 1129
3 Nasution, A.R., *13th Int Con on Rheumatol, Japan*, 1973, *Curr Med Res Opin (Suppl)* 1974, 9, 4
4 Cooper, S.A., *J. Clin Pharmacol* 1989, 29, 1026.
5 Busson M., *J. Int Med Res* 1986, 14, 53

so much.



■ Nationwide PR campaign



■ Unmatched support with POS and educational materials

CROOKES
Healthcare

New look and new ads for White Satin

Yardley's White Satin fragrance is being relaunched, with the new-look packs on sale through Boots and independent pharmacies from October.

White Satin was launched in 1985 and sales peaked at £5 million in 1989. John Eastoe, marketing manager for female fragrances, says the brand showed a high level of self-purchase, but was not perceived as a gift line.

The new look — the fragrance remains unchanged — is designed to attract the C1/C2 woman aged 25-45. The adapted packaging is intended to make White Satin appeal more as a gift purchase, as well as appealing more to the younger market. A frosted tear drop shaped bottle with white cap and gold trim is packed in a tapered white carton with an envelope type seal.

The range consists of parfum de toilette (50ml £10.95, 25ml £7.95, 15ml trial size £3.99) and talc



(100g £3.75).

The relaunch will be supported by a £300,000 advertising spend which, contrary to usual practice,

will not focus on television, but rather the national and female Press. **Yardley Lenthaleric Group. Tel: 0276 62211.**

Free Vitamin C

Healthlife are spending over £75,000 in a September trade and consumer promotion of their 500mg vitamin C range.

Consumers are being offered an extra 20 per cent free on the standard pack of 50 tablets which retails at £2.79, and sample sachets will feature on the front cover of 50,000 September issues of

Healthy Eating.

Healthlife are also offering retailers a free counter top display unit, containing free sample sachets of vitamin C.

Cases of ten packs of 50 vitamin C 500mg tablets are available at a trade price of £15.38. **Healthlife Ltd. Tel: 0274 595021.**

Birthday offers

In line with their fifth birthday celebrations, Collection 2000 has held the prices of their cosmetics and fragrances for the second year running. It has also added six new eau de toiles and three new body sprays during 1992. **The Lewis Schofield Agency. Tel: 071-485 0615.**

Guardsock

Scholl's Britmarine guardsock is now being packaged and marketed as Scholl's footcare verruca guardsock. Extra small, small and medium sizes will retail at £3.14 and large or extra large at £3.69. **Scholl Consumer Products Limited. Tel: 0582 482929.**

Savlon's first aid

Two new first aid kits are now available from Zyma Healthcare.

The first aid wallet (£1.99) contains Savlon antiseptic cream (15g), assorted Elastoplasts with cartoon characters, two antiseptic wipes and emergency first aid hints. Trade price for an outer of 12 wallets is £15.24.

The Savlon first aid box (£2.99) contains Savlon antiseptic cream (15g), assorted Elastoplasts, two Melolin dressings, an Easifix bandage, two safety pins, two antiseptic wipes, a pair of tweezers and emergency first aid hints. Trade price for an outer of six boxes is £11.46. **Zyma Healthcare. Tel: 0306 742800.**

Direct Benefits for men from Aramis

Aramis are launching Direct Benefits for Men, a no-nonsense skincare range based on Millet seed extracts, which aims to keep the skin in balance while reducing visible signs of abuse caused by dehydration and neglect.

Products, available from September, include Aramis RNA Direct Moisture Creams, a grease-less conditioner for the face, complete with UV protection (50ml £21); Aramis Moisture Rich Shave Foam (200ml £10.50); Aramis Moisturising Aftershave Balm, an alcohol-free lotion (100ml £22.50); and

Aramis Cooling Aftershave Gel, an alcohol-free shaving gel (100ml £22.50).

Aramis are also relaunching Aramis Classic from next month, with updated packaging, and a new advertising campaign.

The updated packaging retains the Classic tortoiseshell heritage but with a more realistic style, say Aramis.

The advertising campaign focuses on the romance and mystique of the Classic fragrance, with the tagline "Aramis — the way a man touches a woman". **Aramis. Tel: 071-409 6981.**

Versace extend range with body care lines

Gianni Versace have extended their Versus men's fragrance range with the addition of bath and body care products.

The range comprises gel shaving cream (150ml £12), after shave balm (100ml £17), foaming gel for hair and body (200ml £14), soap (100g £10.50),

deodorant spray (150ml £11.50) and stick deodorant (75g £10.50).

The Versus range will be supported by a Press campaign in men's and general interest magazines this Autumn.

Versace have also added a bath and body line to their female fragrance V'E. The new additions include shower gel (200ml £25), soap (two 25g bars £25) and body milk (200ml £28). **Revlon International. Tel: 071-629 7400.**



Free with Rapeze

Roche Nicholas are advertising Rapeze nationally on television during August and September.

To support the campaign in-store the company is offering a bright compact gravity feed counter unit and a shelf Barker. The unit is free to all independent

pharmacies (limited to one per store while stocks last).

Pharmacists should write to Rapeze POS Offer, Roche Nicholas Consumer Care, 40 Broadwater Road, Welwyn Garden City, Herts AL7 3AY. Tel: 0707 328128. **Roche Nicholas Consumer Healthcare. Tel: 0707 328128.**

Unichem are promoting their own brand vitamins and supplements this month.

Pharmacies buying three outers from a selected product range will receive six packs of multivitamins (60s), worth £4.16, free.

Qualifying products are evening primrose oil 500mg (30), royal jelly 100mg (30), multivitamins and minerals (60), cod liver oil (100), children's multivitamins (100), multivitamins (60) and multivitamins and iron (60). **Unichem plc. Tel: 081-391 2323.**

Agfa slide out deep colour film

Agfa have expanded their range of colour films with a new process paid slide stock. The company says its Agfacrome CT100i film offers enhanced tonal separation to heighten the

impression of depth in the image.

An advertising campaign aimed at the youth market is planned for the popular photographic press next month, continuing

through to the Autumn.

Agfa are also providing new point of sale material for the film to reflect the product's new packaging. **Agfa-Gevaert Ltd. Tel: 081-560 2131.**

TEMPORARILY OUT OF STOCK

**To prevent nightmares and cure headaches,
dispense with your current delivery service.**

Distribution problems can be more than a minor irritation.

If they regularly reduce your business flow, they can be fatal.

So before the condition becomes critical, you need to consult Parceline.

With our computerised parcel management system

and network of over 30 depots,

our operation can take care of all your deliveries.

With speed. With efficiency. And without complications.

Give us a ring on 0800 300100.

You'll find a pick up from Parceline is just what the doctor ordered.



Leaving all other delivery services behind.

Arctic offer from Montagne Jeunesse



Montagne Jeunesse are introducing an "Arctic" offer to help raise funds for the Environmental Investigation Agency, a non-profit organisation dedicated to protecting animals and their

environment.

Retailers placing an order for 15 boxes of products or more will be given ten cuddly penguins and two polar bears to give away to customers who purchase any three cork

top products. For every toy given away Montagne Jeunesse will donate 20p to the charity. Free eye-catching merchandisers are supplied. Addis UK Ltd. Tel: 0992 584221.

From AAH

Pennywise press on towels and panty liners are on special offer from AAH in August. And, with Roche Nicholas Healthcare, AAH are offering Valderma products at promotional prices, together with free stock and shelf unit.

Free Valderma stock (cream 30g and 45g and soap, worth £5.09 at rsp), and a free shelf unit can be claimed. No purchase is necessary. Closing date for the offer is September 4. AAH. Tel: 0928 717070.

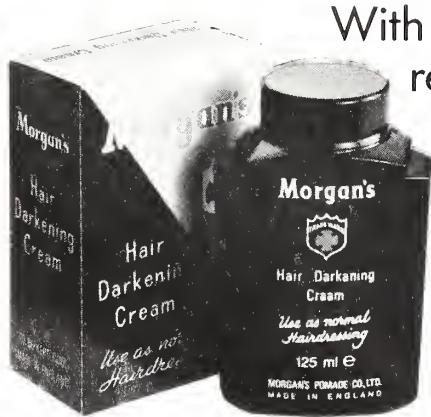
Five star night out with Buscopan

Windsor Healthcare are launching a Buscopan competition, "A Night on the Town", designed to increase awareness and knowledge of the brand.

Through to September, the Windsor sales force will be distributing entry forms for the competition throughout the trade offering the opportunity to win a night out in London, with tickets for the theatre

and accommodation for two people in a five star hotel.

Buscopan, the first POM to P anti-spasmodic and launched only three months ago, has already exceeded its sales budget for the year, according to Ghislaine Johnson, brands development manager at Windsor. Windsor Healthcare. Tel: 0344 484448.



With regular use
retains hair's
dark tone.

Morgan's
Pomade
Co Ltd (Estab 1873)

Colewood Rd. Indst. Est.,
Swalecliffe, Kent CT5 2RT.
Tel: 0227 79 2761/4.
Telex: 96416.
Fax: 0227 79 4463.

Cow & Gate launch mail order catalogue

Cow & Gate's latest promotion is a mail order catalogue containing a selection of about 25 quality babycare items, ranging from feeding spoons to a smoke alarm.

Parents collect labels from Cow & Gate Olvarit Babymeals and Pure Baby Juices to qualify for the products at a special catalogue price.

Orders for more than £7 worth of goods qualify for up to three free gifts.

The 20-page A5 catalogue, divided into four sections covering everything from feeding time to safety, has an initial print run of half a million copies but the company expects the response to warrant more. The first 300,000 copies are being mailed directly to parents of babies between three and eight

months. The remaining 200,000 copies will be distributed via pharmacies, the Cow & Gate mobile Baby Centre, and at major shows and consumer exhibitions throughout the Summer. It will also be available through the Cow & Gate Babyfeeding Information Service.

A sample catalogue will be provided to pharmacies for display beside the Cow & Gate products fixture, with further copies available for consumers on request.

Cow & Gate say the catalogue is a very important way of generating long term brand loyalty among Cow & Gate consumers. A selection of other consumer offers are contained in the catalogue. Cow & Gate Ltd. Tel: 0225 768381.

On TV Next Week

GTV Grampian	C4 Channel 4	TV-am Breakfast
B Border	U Ulster	Television
BSB British Sky	G Granda	STV Scotland (central)
Broadcasting	A Anglia	Y Yorkshire
C Central	TWS South West	HTV Wales & West
CTV Channel Islands	TTV Thames	TVS South
LWT London Weekend		TT Tyne Tees

Arrid Extra Dry:	All areas except STV
Askit Capsules	STV
Brut:	All areas except CTV, LWT, TTV, TVS, TV-am
Colgate Great Regular Flavour:	All areas
Colgate Plax:	All areas
Disprin:	GTV, STV, B, G, Y, C, TVS, C4
Dove:	All areas
Forward Follow-on Milk:	TV-am
Clints:	All areas except G, A, HTV, LWT, TV-am
Jaaps Health Salts	STV
Just for Men	All areas except CTV, LWT, TV-am
Listerine:	All areas except CTV, LWT
Migraleve:	All areas
Oilatum:	TV-am
Optrex:	All areas except GTV, STV, LWT, C4, TV-am
Oxy:	All areas
Rap-eze:	U, STV, B, HTV, TT, C4
Remegel:	All areas except CTV, LWT, C4, TV-am, BskyB
Rennie:	U, STV, B, A, HTV, TVS, LWT, TTV, TT, C4
Salon Selectives:	GTV, STV, B, Y, TT, C4
Savlon:	All areas except LWT
Sensodyne toothpaste:	All areas except TV-am, BskyB
Supersoft:	All areas except TV-am
Settlers Tums:	All areas
Ultra Togs Changes:	TV-am
Wisdom Reflex:	C, A, TVS, TV-am, BskyB
Wrigley's Extra & Orbit:	All areas



Lloyd's Cream, potential not to be sniffed at.

If you've ever been asked for a topical analgesic that doesn't smell, you'll appreciate the attraction of Lloyd's Cream - and so will your customers.

Lloyd's Cream provides effective relief from muscular aches and pains, without reddening the skin - and it's odour-free. So, your customers certainly won't turn their noses up at it, especially when it's a long established brand with the same tried and trusted formula.

To help you take advantage of its GSL status, and help you make the most of this new opportunity, Seton Healthcare have put together a strong support package.

This includes new striking pack designs, which come in 30g and 100g sizes to suit all your customers, plus a national consumer advertising and PR campaign.

If you've a nose for a potential best seller, make sure you stock up and display Lloyd's Cream now.

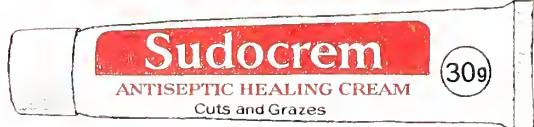


FOR
CUTS
GRAZES
Scratches

A N D

PROFITS

RECOMMEND



Nicotinell not on "blacklist"

Ciba-Geigy are pointing out that an entry in the August edition of MIMS Index, is incorrect and that Nicotinell has not been "blacklisted".

The company says that a decision on reimbursement is still awaited from the Department of Health to whom information was submitted prior to the launch.

Further documentation was provided six weeks ago to assist them in reaching their decision.

Ciba-Geigy has received assurances that the blacklisting will be corrected in the September edition of MIMS Index. They say they will inform all concerned "as rapidly as possible" when a decision on reimbursement has been reached.

Medical Matters

Nasal spray helps more smokers quit

Nicotine nasal sprays are an effective way of helping smokers, particularly the more heavily dependent, to give up their habit, according to a study published in the *Lancet* (August 8).

The year-long trial of 227 smokers found 26 per cent of those using the nicotine nasal spray (0.5mg/ml per shot) gave up completely compared with 10 per cent of those using a placebo spray. All received four weeks of group support therapy.

Users of the nicotine spray also experienced significantly less craving for cigarettes and tobacco withdrawal symptoms than subjects using a placebo spray.

Use of the nicotine spray reduced the weight gain associated with stopping smoking. After 12 months, non-smokers still using the active spray had a mean weight gain of 3kg, compared with 5.8kg in placebo users.

Both the active and placebo sprays were initially associated with a number of irritant side-effects. These were common but tended to be transient.

The authors suggest that the spray may be the preferred treatment for the more heavily dependent smoker. However, they say it is likely that nasal nicotine spray will prove to have greater dependence potential than nicotine gum or patch, since its pharmacokinetic profile is more similar to that of cigarettes.

Parlodol changes

The 500 tablet pack of Parlodol 2.5mg is being discontinued. All other packs and presentations remain unchanged. Sandoz Pharmaceuticals. Tel: 0276 692255.

Aprotein spaghetti

Aprotein spaghetti (500g basic NHS £3.95, retail £5.93) has been added to the low protein/gluten free pasta from Ultrapharm Ltd. Tel: 0491 578016.

Cox dothiepin 75mg

Cox Pharmaceuticals have introduced dothiepin 75mg tablets in a blister pack (28, £3.80). Cox Pharmaceuticals. Tel: 0271 7500.

Hewletts Cream

Bioglan Laboratories are assuming responsibility for the manufacture and distribution of Hewletts Cream with immediate effect. Bioglan Laboratories Ltd. Tel: 0462 438444.

Scottish Drug Tariff

In Scotland the Pharmacy Practice Division will accept endorsements during August on prescriptions for glibenclamide tablets 5mg. The facility has been withdrawn for sodium bicarbonate capsules and ethanol 90 per cent.

Shorter Glucostix

Bayer Diagnostics have introduced a smaller sized Ames Glucostix bottle, containing shorter Glucostix reagent strips. Bayer Diagnostics. Tel: 0256 29181.

Ensure 250ml pack

Abbott Laboratories are changing the pack size and Abbott List numbers of certain products in the Ensure range. The 237ml cans of Ensure Chocolate, Egg Nog, Nut and Coffee will be changed to 250ml. Abbott Laboratories Ltd. Tel: 0795 580099.

New Steripod

A third Steripod topical irrigation solution, containing chlorhexidine gluconate 0.05 per cent, is now available from Seton Healthcare. Trade price for 25 x 20ml vials is £6.50. It is recommended as a topical antimicrobial agent for the swabbing of wounds and burns and in obstetrics. Seton Healthcare. Tel: 061 652 2222.

Oramorph UDV

Boehringer Ingelheim are extending their range of Oramorph products with unit dose vials containing 10mg/5ml morphine sulphate (25, £3.31), 30mg/5ml (25, £9.30) and 100mg/5ml (25, £31.00). Boehringer Ingelheim. Tel: 0344 424600.

B-D Micro-fine+

The new B-D Micro-fine+ pen needle (C&D last week p230) is not included in the Drug Tariff. Becton Dickinson. Tel: 0865 777722.

THE DAWN OF A NEW MARKET OPPORTUNITY FROM ROBINSON HEALTHCARE

Skincare Facial Scrub Pads, created by Robinson bring a fresh new approach to a market, estimated to be worth £18m at RSP.

Extensive consumer research confirms the tremendous range of product benefits that Skincare Facial Scrub Pads offers, with over 70% of consumers saying they would buy.

Skincare Facial Scrub Pads offer a dual application with a smooth side for delicate areas of the face, and a textured side for deep cleansing.

The product is unique within this market because it is the only pad which contains 100% natural cotton wool combined with a rich effective vegetable based facial wash.



Unperfumed to avoid skin irritation, Skincare Facial Scrub Pads are easy and convenient to use, and are suitable for most skin types. Important to today's consumer they are not tested on animals.

Beautifully presented in environmentally and user-friendly packaging, the striking peach and gold design reflects the already popular graphics of the Robinson Cosmetic Range.

Wake-up to this exciting new sales opportunity, contact your wholesaler today, or telephone us on 0246-220022 and ask for Customer Service.



ROB1NSON HEALTHCARE

HIPPER HOUSE
CHESTERFIELD S40 1YF
UNITED KINGDOM.

Mystery Shopper brings Pharmacies out in Display Fever



IN THE PAST, coldcare remedies have often been treated as a fairly standard fixture in the pharmacy – kept neat and tidy but rarely merchandised or sited in a more strategic manner. That is, until Crookes Healthcare took the initiative recently with the Mystery Shopper campaign, their biggest ever in-store promotion for Strepsils, Dequa and Karvol.

Fully appreciative of the demands of running a busy pharmacy business, the company introduced a tempting mix of POS incentives to support their customers during last winter's peak period. To provide a focus for driving sales forward into 1992. These were designed to minimise the effort behind effective displays whilst achieving the maximum benefits – including cash prizes of between £25 and £5,000 for display-conscious pharmacists nationwide!

The results of their coldcare campaign speak for themselves and prove that if you get it right at point of sales, you undoubtedly reap the sales reward as well. Over the ten-week period of the £55,000 Cash Bonanza, Mystery Shopper toured the length and breadth of the country, visiting pharmacies to assess their uptake of display units for

"...one winner reported a doubling of sales for Strepsils as a direct result."



Strepsils throat lozenges – a range of variants to suit different sore throat needs

the three brands and the prominence of the Crookes' window display. The odds of winning a prize stacked up favourably against the number of units featured, and the length of time they were seen on display.

By the time the campaign drew to a close in April, over 300 pharmacists had won a prize as you can see from the national grid (winners names featured in Chemist and Druggist own Counter Points Pages). In the case of the ultimate winner, Mrs Mary Hulse, her dedication to display brought a surprise double benefit. She had already won £100 for utilising all four of Crookes' display components in the initial stage of the promotion, and this took her through to the next stage where she scooped up the £5,000 cash prize.

Mrs Hulse, proprietor of Hulse Chemists in Heckington, Lincolnshire for some seventeen years, prides herself on running an efficient but close-knit family business. Loyalty here is high, and so is the ever-growing waiting list for job vacancies, and no wonder. She is as good as her word in that employers and staff operate as a team, and had already generously divided the £100 winnings between her assistants before she even knew that she had won the final draw. But, as every one of these winners has seen at first hand, this promotional concept has generated positive business as well as personal gains for retailers. It has demonstrated that an untapped sales opportunity genuinely exists within the coldcare market. The three Crookes Healthcare display units have been shown to give a measurable boost to purchasing levels across Strepsils, Karvol and Dequa, well into the spring months, and one Tonbridge winner reported a doubling of sales for Strepsils as a direct result.

Like many other prize winners, Mrs Hulse is selective in her choice of promotional displays. Of Crookes' offering she says "I am always delighted to display Crookes Healthcare products as they sell so well in independent pharmacy, and we are very well served by the Crookes' territory manager. He understands our stock requirements and, with his help, we always carry the right levels of stock."

Indeed, this was one of Crookes' main aims for the campaign, as Senior Product Manager Andrew Portsmouth points out. "We really did



Colds and sore throats are a year-round concern at home and at work

achieve what we set out to do in the Mystery Shopper promotion. We are fully aware of the key role that the pharmacist has to play in supporting our brands and also in helping the consumer to make an educated choice at point-of-sale. But we know equally well that display is often overlooked in their hectic routine, and so placed our resources to make the job easier to set up and maintain."

Another aspect of Crookes' drive is to dispel all thought that coldcare is a seasonal market, something Andrew Portsmouth considers top priority "Market data highlights that brands like Strepsils sell well all year round so it is vital to ensure a well-disciplined display to take full advantage of the sales potential. The incidence of summer colds is definitely on the increase, particularly in young children and the elderly, and you can gain valuable incremental sales by additional sitings to suit the wide variety of different symptoms and conditions. From Dequacaine for the "serious dosers" to Strepsils as the "first stage" medicine at the onset of a sore throat."

With the guaranteed influx of hayfever sufferers each year, for example, experience shows that nasal decongestants are much favoured to complement the effects of primary medications or treatments, as they can help to ease irritable nasal passages. So it makes sense to consider siting products like Karvol additionally, near to the Hayfever fixture during the peak pollen season. Another valuable place to dual site these products in pharma-

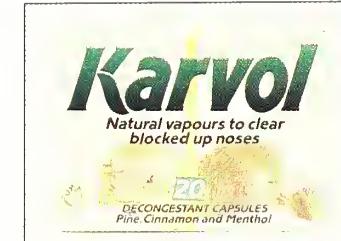
cy is as part of the babycare fixture, and Crookes' report that Karvol has already made notable gains in this way. In monitoring recent brand sales in one major pharmacy retailer, the company saw an increase in sales of Karvol 10's of 75% over a six week period, many of which were impulse purchases made by new users.

Because of the proliferation of brands that are encompassed within throat remedy and coldcare sectors, structuring the most efficient, appealing and profitable display is the all-too-frequent dilemma. So being presented with a proven package like these from Crookes' can provide an invaluable sales aid for the Pharmacist. Firstly, the knowledge that their three brands – Strepsils, Karvol and Dequa – are each leading brands in their own right on a platform of proven efficacy. And secondly, that they are presented in a thoughtful and versatile way with the retailer very much in mind.

One of the classic display techniques is to actively support promoted brands but realistically this is often difficult to achieve in store. Crookes' recognise that it would be impossible to re-arrange fixtures every time a leading coldcare brand is advertised. Which is why the company's special display units have been designed to suit normal on shelf siting – as well as counter top for the advertised period.

It is ultimately up to pharmacies though to maximise the impact of manufacturers' brand commitments, and Crookes' still believe some are really missing out. As Andrew Portsmouth observes, "Karvol sales increased by 19% during our last national TV burst, but many pharmacists still failed to capitalise on this by not having second sitings." He also emphasises that very few other OTC categories have the same pulling power of impulse purchases as cough and cold remedies. "That's why we are campaigning for the prime till sites," he explains, "because we know our products move fast."

Judging from a recent nationwide survey from Crookes, it could certainly be worth reviewing and polishing up the entire OTC portfolio in pharmacy. The studies revealed that, as prescriptions rise, so more sections of the community are looking to find solutions in over the counter medicines. In case of cold-like symptoms, over 50% of those polled said they would seek the Pharmacist's advice unless the 'patient' was a child or



The new Karvol pack design reflects use for older children

elderly relative, when a visit to the doctor would be sought. Perhaps because of the bewildering choice, some 65% of consumers look to the pharmacist and counter staff to pinpoint relevant products for coughs, colds and sore throats. Having done this, over 95% will then make their purchase from the recommendation.



As a result of this, the pressure is now on to gear up the pharmacy to fulfil consumer demands on the coldcare front, from staff training to stock management and merchandising. Having a range of products which are more in line with their needs, and which clearly communicate their usage, is therefore crucial to the sales success. In order to establish the most appropriate formula, Crookes have put together all the key considerations for the short as well as longer term picture. So you can be suitably equipped to act upon the 'summer season' sales opportunity to optimum effect – right away.



Mary Hulse receives her £5,000 cheque from Neil Murphy, National Field Sales Manager

COLDCARE MARKET INFLUENCES

- Cough and throat remedies are now valued at round £80 million showing an increase of 6% in value year on year.
- Consumer preference is moving away from medicated confectionery in favour of medicated lozenges; here Strepsils take the lead (up 16%) with Dequacaine showing steady growth too (up 8%).
- The Dequa range continues to benefit from a strong medicinal heritage and potent efficacy, it is proving immensely popular with consumers who go straight for a powerful medicine to relieve pain and discomfort.
- The total cold decongestant market is now worth over £50 million, an increase of 12% over the same period.
- Within this market, the non-ingested decongestants such as Karvol account for 15% of sales; the brand's own share has risen by 10% to take a 40% lionshare of sales in its sector.
- Karvol's elevation to GSL now allows the brand to compete on equal terms with its competitors, without compromise to the efficacy of the product.
- These two sectors combined currently account for 42% of total defined OTC medicine sales.

Pharmacyupdate

Clinical

The UK has the highest breast cancer mortality rate in the world, and one of the highest incidence rates. One in 12 women will be a victim. While there is still no cure, and prognosis for advanced breast cancer remains poor, the outlook for women who are diagnosed in the early stages of the disease has improved considerably.

Early detection of breast cancer is vital to maximise long term survival. The Imperial Cancer Research Fund (ICRF) puts survival rates for stage one (early non-invasive cancer) at 84 per cent; stage two (spreading to the lymph nodes under the arm) at 71 per cent, and stage three (locally advanced) 48 per cent. Women with stage four (advanced cancer which has spread to many organs) have a survival rate of just 18 per cent.

Over 90 per cent of breast cancers are discovered by women themselves, which makes it essential that they are educated correctly and encouraged to visit their doctor at the slightest indication that something may be wrong.

However, this is easier said than done. It is a sad fact that many women delay seeking treatment due to anxiety and fear of breast cancer — even though 90 per cent of lumps are benign. And many women fear losing a breast — even though a diagnosis of breast cancer does not always mean a mastectomy.

Breast cancer is more than a disease, it is an emotional subject, tied up with a woman's sexuality and self-image — for some women, the fear of losing a breast can be comparable with death, and many are reluctant to discuss the topic with family or friends.

Awareness

A recent survey in *New Woman* magazine revealed that more than half the women who found a lump in their breast failed to see their GP straight away — they waited "to see if it would go away".

The survey also highlighted that more than half the 4,000 respondents did not know how to do a breast check. A quarter never checked their breasts, while only 14 per cent checked every month.

Perhaps this is not surprising following the confusion which arose last year over the difference between self-examination and self-awareness. The former chief medical officer Sir Donald Acheson commented that monthly breast examinations were a waste of time.

His successor, Dr Kenneth Calman, said there is no convincing evidence that realistic monthly breast checks

Beyond the screen

Breast cancer is the biggest killer of women aged 35-54, yet it needn't be a death sentence if it is detected early enough. Jacqui Brommell looks at how women can avoid being among the 15,000 who die each year from this frightening disease

reduce deaths from breast cancer or are more effective than sensible regular breast self-awareness.

So the main message now is that women should become familiar with how their breasts usually look and feel, in such everyday activities as bathing and dressing, so that any changes can be recognised quickly.

A woman should see her doctor without delay if she notices any of the following:

- Changes in the outline, shape or size of the breasts
- Unusual pain or discomfort in one breast
- Lumps, thickening or bumpy areas in one breast or armpit that seem different to the same part of the other breast or armpit
- Discolouration, puckering or dimpling of the skin
- Change in the shape or position of the nipple, including nipple retraction
- Change in skin texture such as flakiness
- Nipple discharge, bleeding or moist reddish areas which do not heal easily.

However it is important to remember that breasts change normally during the menstrual cycle. Enlargement, increased firmness, lumpiness and tenderness are common 10-14 days premenstrually.

Breast tissue often feels lumpy, and is the reason why some women may lack confidence in their ability to distinguish this from a lump, but with regular checks, unusual changes will be noticeable. Any change, particularly if it persists or progresses is reason to see the GP.

After an initial physical examination, the doctor may refer the woman to the hospital breast specialist where other investigations such as mammography, ultrasound, and aspiration biopsy may be performed to make an accurate diagnosis. Breast care nurses are available in some units for

counselling.

The pharmacist's role should be to encourage a woman to visit her GP if she is worried, allied with the important reassurance that 90 per cent of lumps are non-cancerous. Leaflets on breast awareness can be displayed in the pharmacy.

Some women may find the Sensor Pad a useful aid to breast examination. This resembles a large deflated balloon. The manufacturers, Techmeda, call it "the stethoscope of the fingers". Sensor Pad enhances the sense of touch and improves the definition of small objects by eliminating heat and friction.

National screening

Breast screening of women by x-ray mammography has been shown to reduce the breast cancer death rate in women aged 50-64. The National Screening Programme aims to screen all women in this age group by 1993, and they will be screened every three years. The ICRF say it could potentially save up to 3,000 lives annually if all these women came forward.

Older women can also be screened on request. But the age when screening should start has become a political issue, a balance between costs and benefit. The Government says screening has not been shown to benefit death rates in women under 50 years.

Breast tissue is denser in young women, so it is more difficult to distinguish cancer with x-ray mammography. Young women who discover a lump, or those with a family history of breast cancer, can be screened by ultrasound.

Breast cancer is relatively rare in young women. The Cancer Research Campaign say that each year it strikes more than 1,000 women in the 35-39 age bracket, rising to 3,000 at the age of 60-64. The highest number of deaths is in the 75-79 age group.

It's not cancer, but...

Nine out of ten breast lumps are benign — but this does not mean that a woman stops worrying. Reassurance and education are still important.

Types of benign lumps include:

Nodularity or lumpiness, which is most common in women premenstrually.

Fibroadenomas, small well defined movable lumps, usually occurring in women aged 15-30.

Cysts, fluid filled capsules.

Breast duct problems.

Abscesses, often associated with breast feeding.

Any hard, discrete lump should alert the GP for further investigation. Benign lumps do not always need to be removed, although cysts may require draining.

Risks

While research can indicate risk factors for development of breast cancer, why it develops in the first place remains elusive. There is evidence that hormones play an important part, perhaps acting as tumour promoters. In fact, hormones may be the link between many of the risk factors. For example, a long reproductive life (either early menstruation or late menopause); having no children, or having the first child when over the age of 30, are thought to increase the risk.

Whether oral contraceptives are a risk factor remains controversial, although a recent analysis of over 27 studies suggests the risk may be increased by about 20 per cent in some women (*Br J Obst & Gyn*, 1992;99,239-46). However, modern formulations contain lower doses of hormones than those used in these studies.

Diet may also play a role in breast cancer, with general advice often being to cut down on fat intake, and possibly to increase the proportion of essential fatty acids.

Family history of breast cancer is one of the main risk factors. While a woman with no family history has a 7 per cent risk, if her mother or sister has had the disease, her risk is approximately doubled.

Treatment

Four types of treatment are used in the management of breast cancer:

- Radiotherapy
- Chemotherapy
- Hormone therapy
- Surgery.

Until the early 1970s, the

Breast pain

Breast pain (mastalgia) affects around five million women in the UK. "It is often felt by women that pain in the breast means cancer. In fact it is the opposite — it is the non-painful lump that often means cancer," says Robert Mansel, professor of surgery at University Hospital of South Manchester.

Pain remains the major presenting feature of benign breast disease, and is associated with cancer in up to 18 per cent of cases. Breast pain can be divided into two types, cyclical and non-cyclical mastalgia. Sufferers should be encouraged to fill in a daily breast pain chart for several months to identify the pattern of pain.

Cyclical breast pain is linked to the menstrual cycle. Most premenopausal women experience some discomfort, ranging from tenderness to severe pain. The *Drug & Therapeutics Bulletin* says that most women require no further treatment once they have been given an explanation and reassured that no serious disease is present.

Treatment should not be given for the first six months as cyclical mastalgia may improve or resolve spontaneously. However, women who have suffered for more than six months and whose quality of life drops can be given drug therapy (usually for six months) which will help 75 per cent of women.

According to the *DTB*, there is little to choose between the three currently licensed treatments — bromocriptine, danazol, and gamolenic acid (GLA) in evening primrose oil (Efamast). However gamolenic acid has fewer unwanted effects, although it takes longer (three to six months) to work.

The rationale for the use of gamolenic acid is that breast pain sufferers may be sensitive to normal amounts of circulating hormones, because of low levels of polyunsaturated fats in the cell membranes. There is also evidence that reducing saturated fat and increasing carbohydrate in the diet may help.

Ineffective treatments for breast pain include antibiotics, diuretics, progestogens and pyridoxine, says the *DTB*.

There are no over the counter products licensed specifically for breast pain. Sufferers should be encouraged to visit their GP.

Non cyclical breast pain may be due to musculoskeletal problems. A small number of cases may be due to cancer; the pain is usually one-sided, localised and persistent in these cases.



standard treatment for early breast cancer was removal of the breast (mastectomy) and lymph nodes from the armpits, followed with radiotherapy if necessary. This approach aimed to cut out the cancer before it spread.

Today, breast cancer is increasingly regarded as a systemic disease, with the key to long term survival being control of "micrometastases" while preventing local recurrence of the disease.

Breast conservation treatment has been one of the most promising advances in the last decade. Lumpectomy (removal of the lump and surrounding tissue) and removal of lymph glands under the arm is often performed, followed by radiotherapy. This can achieve as good local control and survival as mastectomy in early tumours.

There is some evidence that surgery during the phase of unopposed oestrogen (day 3-12

of the menstrual cycle) increases the risk of relapse and shortens survival — some hospital units now do not operate before day 12 of the cycle.

The ICRF's analysis of data on 75,000 patients with early breast cancer, published in the *Lancet* (see C&D Jan 11) revealed that drug or hormonal treatment in addition to surgery can significantly improve the ten year survival rate, preventing or substantially delaying 100,000 deaths per million women.

Polychemotherapy, tamoxifen, and ovarian ablation (by surgery, radiotherapy or drugs) caused significant reductions in the annual rates of recurrence and death. Tamoxifen plus chemotherapy was best for women aged 50-69. For women below the age of 50, chemotherapy and ovarian ablation had comparable efficacy, and the combination

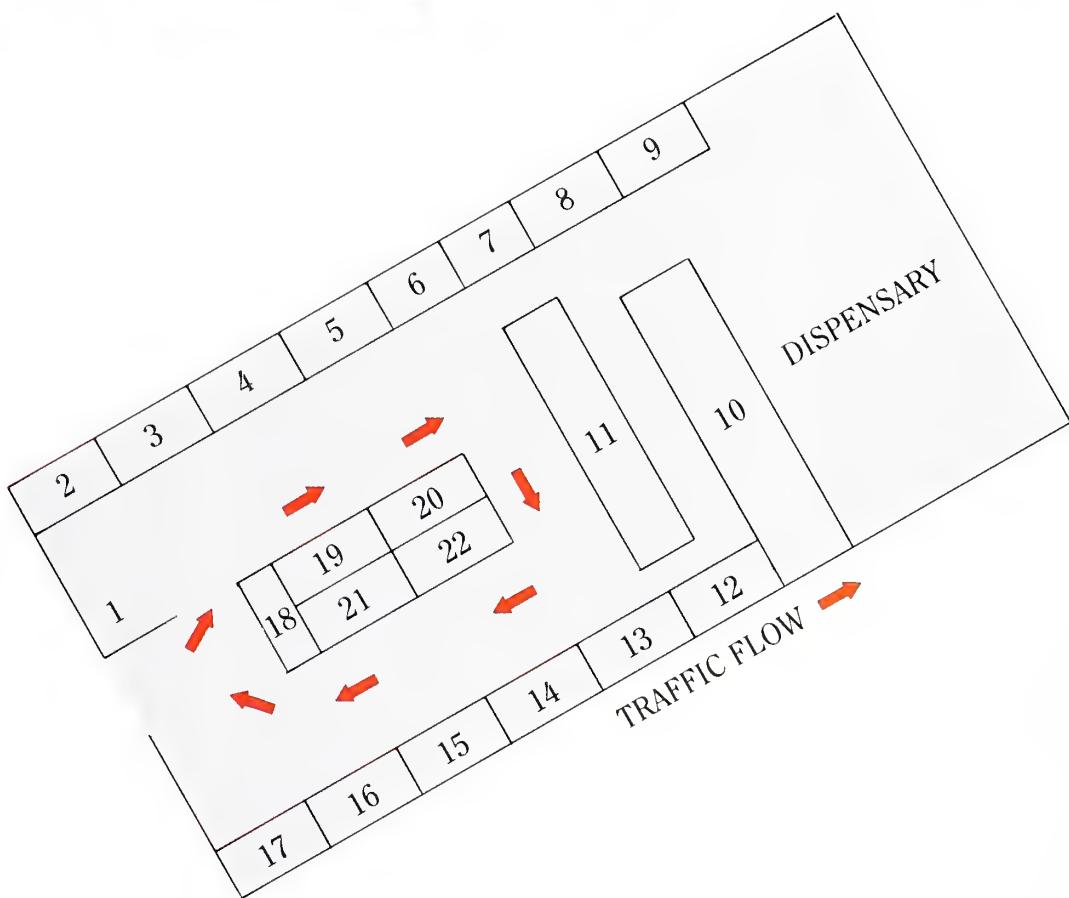
may be even better.

Zoladex (goserelin acetate) has recently been licensed for the treatment of advanced breast cancer in pre- and perimenopausal women.

Further help

- Breakthrough Breast Cancer. Tel: 0891 181000
- Women's National Cancer Control Campaign. Education includes information in nine languages on breast cancer screening. Tel: 071-729 2229
- Breast Care and Mastectomy Association helpline. Tel: 071-867 1103 from 9.30am-4.30pm weekdays
- Pharmacists can receive professional updates on breast care issues from Health Facts, PO Box 1317, Marlow, Bucks SL7 1FG
- The DoH produce a leaflet "Be breast aware" available from Health Publications Unit, No2 Site, Heywood Stores, Manchester Road, Heywood, Lancs OL10 2PZ

Love thy neighbours



Mr K has owned this pharmacy, one of six shops in a mature post-war village and five miles from a thriving northern Home Counties town, for 20 years. It is a true community pharmacy, unopposed, serving a largely commuter population of just under 4,000 which will rise by 25 per cent when a nearby development is sold.

With a gross turnover of £303,000 this pharmacy is not "multiple fodder", but still provides a decent living for Mr K. Given that the catchment population is soon to increase, there is every good reason to believe that this shop will increase its turnover by a further £75-80,000 without breaking into a sweat. Just think of all the new houses, young couples and babies!

New customers

The gross profit from this expected increase in turnover, some £18,000 (22.5 per cent of £80,000), should go straight onto the bottom line because this pharmacy could easily cope with the new customers without adding to the business overheads.

Will Mr K and his soon-to-qualify daughter be happy with this situation? The simple answer is "no". Mr K, who can ease up or take early retirement when his daughter takes up the reins, knows that there is more business to be had from not only the existing population,

A precinct located off the main road with no passing trade can severely limit opportunities for growth, but part of the answer is a co-operative effort from the neighbouring shops, argues consultant John Kerry

but the newcomers as well.

How does he get it? Without a doubt, this question is regularly asked by many pharmacy owners in similar situations, and there must be a thousand or two of them.

Growth effort

Don't for a moment believe that Mr K hasn't put in a lot of effort to grow this business — he has and it's worked. This is a good looking shop from front to back. Modern fascia, large clear and clean window, well lit, smart fittings, neat well merchandised fitments and so on. The total picture is a credit to the owner and fits in almost perfectly with the area that the shop serves.

While the turnover shows a steady increase in business over the past two years — 11 per cent and 9.4 per cent respectively — inevitably it is the NHS business which has provided the lion's share. Last year (ending February 1992) NHS takings increased by £21,500, while the counter put on £4,000. The NHS side accounted for 71 per cent of turnover in 1991-92.

Mr K is quite confident that he has the majority of script business from the village branch surgery, from which two GPs operate. What he wants is more counter trade.

A marketing SWOT analysis is useful in this situation to help assess what might be done to improve the business. All businesses large and small can benefit from this type of exercise, if it is carried out routinely.

Strengths

1. Long established (20 years plus)
2. Unopposed — nearest pharmacy one mile distant
3. Monopoly of script business
4. Clean, bright attractive shop
5. Good service
6. Easy, free parking
7. Part of main local precinct
8. Competitive counter prices.

Weaknesses

1. Limited population
2. Side road location — no passing trade
3. Virtually no active external marketing
4. Low counter sales
5. Limited sales area (400 sq ft)

The current layout of Mr K's pharmacy. No changes are recommended.

KEY

- 1 Hair sundries stand
- 2,3 Haircare
- 4 Nail and skincare
- 5 Cosmetics
- 6,7 Skincare
- 8 Men's toiletries
- 9 Photographic
- 10 Medicines
- 11 Counter
- 12 Sundries
- 13 Gifts/coffrets
- 14 Vitamins, supplements, dietary lines, drinks
- 15,16,17 Babycare
- 18 Baby sundries
- 19 Soap, bathroom toiletries
- 20 Dental and household
- 21 Footcare
- 22 Sanpro

and no room to expand
6. Low recognition (assumed) among local population who use surgery infrequently
7. Other shops in precinct, particularly supermarket, are not so attractive or well run.

Opportunities

1. New population with young families and children
2. Non-NHS sales to local residents who shop in main town or supermarket
3. Convenient shop for villagers
4. Competitive prices
5. Baby trade
6. High profit lines.

Continued on p238

Fancy winning £500?

You can with Preparation H

Answer four simple questions in this easy to enter competition and you could be in the money!



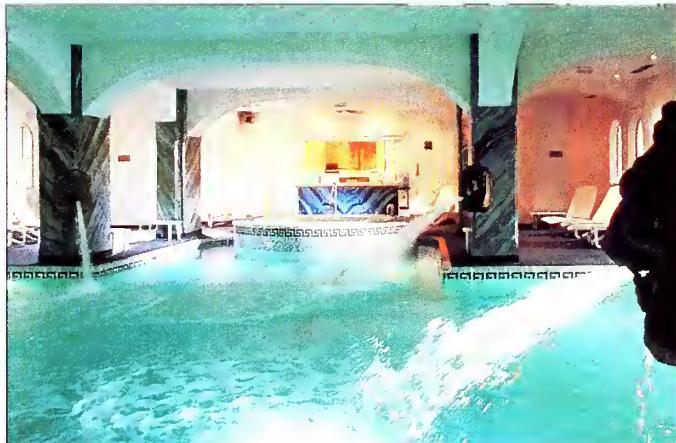
Haemorrhoids are a common ailment and for many years Preparation H has been helping ease the pain and discomfort that is associated with piles (the more common name for haemorrhoids).

Plenty of people have piles; in fact, one in three are thought to have suffered from them at some stage. But few customers realise this and they tend to feel ashamed and embarrassed about raising the subject. It's important, therefore, that you quickly put their minds at ease. Explain that haemorrhoids can happen to anyone at any time although certain groups of people, (pregnant or post natal women and athletes), are more at risk than others.

Haemorrhoids are swollen blood vessels in the back passage (rectum). If they become large enough they can drop down and become visible. These are known as external piles.

Preparation H is an ideal pharmacy recommendation. Marketed by Whitehall Laboratories it is available as both an ointment and a suppository. This safe, natural treatment contains yeast extract to ease itching, irritation and burning, together with shark oil which soothes and lubricates the affected area.

Help haemorrhoid sufferers by recommending Preparation H.



Special Spa Offer

If you'd like to spend time at Hoar Cross Hall but don't win the competition – do not despair! If any readers of Chemist & Druggist book a double Superior room for two nights as well as all meals and full use of all Spa facilities and inclusive treatments, you can stay an additional day absolutely free!

The Competition

You can also help yourself to win £500 by entering the following competition. Just imagine what you could do with the money!

You could, for instance, pamper yourself at a health spa resort in a stately home. Hoar Cross Hall in Staffordshire (pictured here) is a new health spa where you can have a healthy workout (away from work!) in luxurious surroundings?

Simply answer the four questions and send your completed entry form to:

PREPARATION H Competition
P.O. Box 198, Epsom, Surrey KT18 5AY.

Name.....

Address.....

Daytime telephone number.....

Questions

1. Name two groups of people more likely to suffer from haemorrhoids?

2. How many people are thought to suffer from haemorrhoids?

3. What pack sizes is 'Preparation H' ointment available in?

4. What is the active ingredient that helps the healing process?

You'll find all the answers to the questions either on this page or by looking at your 'Preparation H' display.

Rules

1. All entries become the property of Whitehall Laboratories.
2. The competition is not open to employees of Whitehall Laboratories or United Newspapers, their families or the companies agencies.
3. Entries received after the closing date will not be accepted.
4. The Editor's decision is final and no correspondence will be entered into.

Continued from p236

Threats

1. The unstoppable menace of food giants
2. Another pharmacy may open — this is unlikely
3. The further deterioration of other retailers in the precinct
4. The local GPs (nearby) may relocate
5. The small supermarket in the precinct may get its act together and threaten Mr K's existing counter sales.

Recommendations

These are divided into two: internal and external. Internal recommendations are for the retail pharmacy alone and are not concerned with other factors.

Internal

- Do not change the shop fittings or layout — they are fine. It is easy to offer alternatives in any situation, but the current front shop is in good shape, so why change?
- Mr K's prices are competitive but not cut throat. Dispel any fears that small and local must mean expensive, by the use of strong shelf-edge prices and barkers for price-sensitive lines, own label (strong in this shop) and promotions.
- Keep the stock merchandised how it is, but reduce the choice. There is simply no need in community pharmacy for a dozen brands of shampoo, conditioner, or toothpaste. After all, the locals do most of their shopping elsewhere anyway, as likely as not in

Financial year ending:	February 1991	1992 (est)		
	£	£	£	
Sales	84,504	32%	88,146	29%
NHS	193,935	69.8%	215,460	71%
	278,439		303,606	
Cost of sales				
Opening stock	22,689		23,224	
Purchases	221,800		238,902	
Closing stock	(23,224)		(26,887)	
	221,265		235,239	
Gross profit		57,174	20.5%	68,367
				22.5%
Expenses				
Salaries		9,516		
Wife's wages		2,316		
Rent		6,512		
Light and heat		651		
Insurance		504		
Telephone		441		
Printing, post, stationery		638		
Motor		1,175		
Legal and professional		144		
Repairs and maintenance		2,030		
Stocktaking		182		
Bank charges		907		
Accountancy		1,375		
Sundry		445		
	26,836			
Finance costs				
HP interest		967		
Leasing		942		
Bank interest		1,038		
	2,947			
Depreciation: motor vehicle		2,361		
Total expenses		32,144		
Net profit	25,030	9.0%		

multiple giants offering less choice, but with metres of facings. Stick to two or three

brands maximum — two is best, plus in this instance, own label.

■ Experiment with high gross profit lines. In an area where a shop is used principally because it is convenient, customers will also find it convenient to buy non-toiletry lines also. Baby sundries, toys, bathroom sundries and gifts are all high gross profit lines that a pharmacy can make a lot of sales with.

■ It is strongly suspected that more than 50 per cent of the local population do not walk over the threshold from one year to the next. Nor could they tell a visitor to the district what the name above the door is. There is nothing unusual about this: these are principally either the one-stop shoppers and/or those who do not visit their GP unless they want their jabs for the Gambia or wherever.

A straightforward and necessary communication task is necessary. Regular door-to-door leaflets with a few price promotions would help (Mr K's symbol group will provide these) — and why not start the proceedings with a professional NPA-style brochure to all households?

■ This is a good area for baby business, and the product to major on is "all-in-ones". Good in-shop and window price promotion is necessary and constant mention in the leaflets along the lines of: "Let's face it, it's no joke wheeling a trolley full of giant economy bags through a crowded checkout with two irritable tots and then navigating the battlefield of a supermarket car park. Then you've got to go back with the

trolley to retrieve your deposit. Petrol's not cheap either. Why not park outside our shop, we'll put your purchases in your boot, you'll pay no more and we'll give you a friendly smile for nothing." Well, it's a thought to work on!

External

Suffering as the precinct does from partial anonymity is not just Mr K's problem, but one also shared by the other shops: the supermarket, the baker and even the sub-post office.

Sadly, one or two of the other businesses haven't an ounce of retail common sense anyway, so doubtless they are bringing the potential for all six down. It's the old "bad apple" syndrome.

If all the precinct's retailers looked as good and operated as well as Mr K's pharmacy, there would be a good basis for a co-operative marketing effort. They don't, and it is not Mr K's responsibility to teach his neighbours good retailing.

However, it is still a good idea since the cost of any effort can be shared six ways, offering not only savings, but also scope for more adventurous activity.

■ The precinct, with its good parking, is located only 100 yards from a busy main road. How many travellers needing a bottle of linctus, a 24p stamp, a diet coke or a pork pie know how close they are to fulfilment yet pass this convenient oasis not knowing of its existence? You're right — all of them. Therefore, a well positioned sign, "To the shops" or "Shops 100 yards" should encourage some new customers.

■ Mr K's leaflet distribution campaign would be less expensive and a lot more substantial if all precinct businesses chipped in. In fact, a well designed, well written four page could be considered.

■ One or two local free-sheet ads would be useful. The precinct could afford a whole page of advertising and no doubt the editor would also give some editorial space.

If two or more shops co-operate in joint marketing activity, all will benefit. It is not sufficient at the beginning to draw the attention of the local population to the precinct's existence. As the campaign (and it should be a campaign) continues, much more attention needs to be given towards promotions. Keep the locals interested, with not just price promotions, but themed ones for Christmas, or local events.

Mr K has a good little business which has been developed well. Like too many independent pharmacies, it has relied almost entirely on position and word of mouth for attracting new custom.

This is not enough nowadays and, of course, hasn't been enough for years. Like all others in this situation, he wants more pairs of feet across his doorstep. He can go it alone and may have to: there is a lot to go at.

However, with the co-operation of his mixed bag of neighbours, progress could be swifter and more sure.

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A call for help

Two years ago, I carried out a survey in the Mersey region. This examined the range of medicine and health-related telephone inquiries from the general public to community pharmacists when the doctor's surgery is normally closed, ie evenings and Sundays. The nature of the information collected has prompted me to extend the survey to areas outside Merseyside.

I would be most grateful to hear from any pharmacist interested in taking part. This would simply involve completing a report card with a very brief description of the telephone inquiry.

The survey will be carried out over a period of four to six weeks commencing September. I can be contacted at the School of Pharmacy, Liverpool Polytechnic, Byrom Street, Liverpool L3 3AF, or on 07048 77140 (answering machine).

Pauline Jones
Liverpool

Open all hours — for peanuts

The Department of Health is at it again with sudden plunge in the Drug Tariff prices — I think they should come clean.

My personal view is that the Government seems to want pharmaceutical services to be provided to the public at net cost of the ingredients, without dispensing fees. It wants us to hold stocks, but does not want to compensate us for the stock that goes out of date.

Basically, if the Royal Pharmaceutical Society and Pharmaceutical Services

Negotiating Committee are not interested in the real world and don't wake up to this plot by the Department we will all end up dispensing for free, lose out on out of date stock, and become like a corner shop, open all hours and making peanuts.

I think we should go to the Department of Health now and ask them to force a reduction of 10 per cent on the current cost of all prescribable drugs and appliances from the manufacturer (or end up on the black list), except the zero discount list, which are already at net price. This would give all pharmacies the same level of purchasing power.

It would get rid of the discount scale; get rid of wholesaler discounts; get rid of this silly Glaxo scheme; and the wholesaler would be paid by the manufacturer for distribution. This way we would be paid for our net ingredient costs plus an appropriate professional fee for our dispensing and any extended roles. We would, therefore, all know our maximum purchase price, and the Government could apply as much pressure as it wanted to keep the net ingredients cost down at the manufacturer's expense, not ours.

Our new FHSA statement would be like this:

- Net cost of ingredients (NB no discount scale)
- Less small clawback for use of PIs only
- Plus small on-cost to cover expenses and out of dates
- Plus container and oral syringe allowance
- Professional fees and extended role payments.

This type of pay agreement would make life easier for any future pay negotiations by PSNC, as there would not be any more arguing about the

levels of discount scales and on cost payments. We would then be treated like any other professional employed or working for the Department of Health, agreeing an increase of 2-3 per cent above the rate of inflation on our professional fees every year. This index linked pay settlement could be reviewed every five years.

We need to work out such a system now to protect our future as professionals in years to come otherwise we all end up open all hours trying to make a living solely out of selling shampoos and nappies. We will end up where the National Audit Office wants us, reduced to a few large pharmacies serving a population of maybe 100,000.

We will end up as one of the lowest paid professional groups, not attracting the number of recruits through our schools of pharmacy, finishing as a dump bin for all the dropouts, thus causing a reduction in real standards.

If you agree in any way with me, please write to me with your name and RPSGB number, together we may be able to prove to our Council and PSNC that there is a way forward. If PSNC is also interested in my way of thinking, please do not hesitate to contact me — I will be more than willing to assist in any way for the future of our profession.

Hassan Argomandrhah
1 Green Lawn, Huyton
Liverpool L36 1YA

Table of losses

A number of pharmacists have contacted me to find out how to calculate their monthly "loss". The table below helps. Usage figures can be obtained from most computer labellers or from ordering information.

Pharmacists must also remember that the new prices are still discounted, so they must buy at less than that price.

Name	Pack size	June £	July £
Salbutamol inhaler		2.08	1.04
Salbutamol 4mg	500	8.84	6.26
Tamoxifen 10mg	30	6.64	5.23
Tamoxifen 20mg	30	9.69	6.16
Vitamin caps	1000	8.87	7.39

By completing a further two columns — price difference, and quantity dispensed per month — and multiplying the two together, the loss can be determined. As to what pharmacists can do about it:

1. Reduce overheads
2. Negotiate an overdraft
3. Take a pay cut themselves.

M. Bennett
Sheffield

Concern over mother's medication

With regard to your article "Will it harm baby?" (C&D July 25, p140) I'm a little concerned that pharmacists will feel that there is little or no danger to the baby whose mother requires medication. The conclusion appears to be far too optimistic and may lure some into a false sense of security.

From experience, I have observed babies affected by chlorpromazine in normal dosage, for example.

My concern is on two counts:

1. Immaturity of renal and hepatic function causing drug accumulation is underestimated;
2. Any toxicity is probably dose related. If so, what is a safe dose?

I feel we should err on the side of caution rather than suggest there would not be a problem.

B. Sharp
Crook, co Durham

A mite sensitive...

I read with interest "Advances in hayfever treatment" (C&D July 11). I was, however, surprised that while you correctly advise house dust mite sensitive patients to adopt avoidance measures, you failed to mention the treatment of the sufferer's bedroom with mite-killing products such as Actomite which is, of course, exclusively available from pharmacists.

Having reviewed research carried out in *The Lancet* in C&D, 27 June, it would seem sensible and topical to include such a measure in advice to mite sensitive subjects.

Christopher Martin
Senior product manager, Actomite

Fruit juice marking

The last part of your news story last week "Watch those food supplements" (C&D Aug 1, p124) stated that soft drinks and fruit juices are exempt from date marking.

The exemption is only for "any soft drink, fruit juice or fruit nectar or alcoholic drink, sold in a container containing more than five litres and intended for supply to catering establishments". (The Food Labelling (Amendment) Regulations 1990 no 2488, regulation 7).

Dr Adrienne Mayes
Health Food Manufacturers' Association



Pharmacist Hugh Mullan (centre) of T.R.Mullan Chemist, Egham, Surrey was the winner of a jeroboam of champagne in a free draw at the Unichem Trade Show held at Thorpe Park. He is pictured receiving his prize from Jim Verden, (left) territory manager for Roche Nicholas Consumer Healthcare and Richard Balcon (right) of Unichem

Businessnews

Warm City welcome for ICI's Project Dawn

A surprised City has reacted positively to ICI's proposed division of the company. Shares moved up from 1,095p to touch 1,229p before falling back to a still healthy 1,172p, as C&D went to press.

Project Dawn, as ICI insiders know the split proposal, has probably cleared its most important hurdle with this tacit City approval and the way seems clear for the two new companies to be established next Spring. In the 1970s a merger between merchant banks Slater, Walker and Montague Samuel was blocked because the City didn't like it.

The only current cloud on the horizon has been recent moves by credit ratings agencies to downgrade ICI's \$3 billion long-term debt.

Two companies

In essence ICI plan to cleave themselves down the middle to form ICI Bio, comprising the pharmaceuticals business and agrochemicals, and ICI, which would be the remaining paints, materials, industrial chemicals and explosives businesses, plus

the surfactants business of ICI Specialities. ICI would be two new independent, international companies.

The current chairman, Sir Denys Henderson, would remain chairman of both the new companies until his expected retirement in two years' time.

Most of ICI's current funds would go to the new ICI, whose highly cyclical businesses need the cash flow. ICI Bio is expected to make a £1 billion share offer to recapitalise itself.

If the new regime goes through it will be the most radical restructuring of the group since it was created as a defensive grouping by Sir Alfred Mond in 1926.

Chief executives

Ronnie Hampel, the current deputy chairman, is the chief executive designate of the new ICI, while David Barnes, currently director for the Americas and Europe, would take the helm of ICI Bio.

However, at this point no decision is expected to be taken on the proposals until after the 1993 preliminary results next

February, when it would be made "in the light of market and other conditions prevailing at the time".

Under the terms of Project Dawn, each existing ICI shareholder would be given shares in both the new companies in exchange for their existing shares.

The question remains of what the future would be for ICI Bio, the pharmaceuticals and agrochemicals group. While it would be around number seven in the world league of pharmaceutical companies in terms of profit, it would only be number 15 in terms of sales. With pharmaceutical companies forming larger and larger world groupings in order to cope with the escalating costs of developing new pharmaceuticals — currently estimated by the ABPI at around £200 million to £250m per chemical entity — ICI Bio may find itself looking at merger/takeover situations. In the short term, however, analysts see the split as a defensive manoeuvre, effectively spiking the guns of the predatory Hanson Group, which bought a 4 per cent

stake in ICI last year.

Meanwhile ICI's interim results reflect the depressed state of the economy.

Interim results

Group sales for the first half of 1992 are down 4 per cent on the same period in 1991. The decline in sales occurred entirely in the second quarter.

Bioscience products — which includes agrochemicals and seeds as well as pharmaceuticals — show a dip in trading profits from £387m in 1991 to £335m this year. However, pharmaceuticals turnover is up from £729m to £771m, up 5.4 per cent, and pharmaceutical profits are 3 per cent above the 1991 level.

But a poor performance by industrial chemicals businesses — turnover down 15 per cent to £1.6 billion — helped to push down pre-tax profits for the whole group from £507m to £420m, a decline of 17 per cent.

With earnings per share down from 46.6p to 39.9p, the board has declared an interim dividend of 21p, equivalent, with an imputed tax credit of 7p, to 28p, the same as last year.



A new modular display system, already successfully installed on the Continent, has been introduced to the UK by Kind RIS. Designed to display a wide range of pharmacy products from OTC medicines to nappies, it has an epoxy finish and comes in a choice of four widths and seven depths, and can support 250kg. Kind RIS. Tel: 0602 422028

RPR sales grow worldwide

Half-year results for Rhône-Poulenc Rorer show a 6 per cent increase in sales to \$971 million. In a statement announcing the figures, RPR say they saw sales growth in all their major world markets.

European growth was lead by Imovane, Clexane, Vasten and Doliprane. The company says sales trends in the US were

affected by trade buying patterns in the second quarter.

The company has recorded particularly strong sales for Armour, RPR's plasma fractions business.

Pre-tax profit for the company climbed to reach \$231.5 million, compared to \$185.6m for the first six months of 1991, a rise of almost 25 per cent.

PATA report is low-key

Some 214 reports of price cutting were received by the PATA last year, less than in 1990. However, many more products were involved.

Nevertheless, 1991 was a successful year for the PATA's main objective: to make sure retail price maintenance is fully observed.

"Such work is unspectacular, often tediously slow," says PATA president Don Mulholland in his

president's message. "It requires diligent, painstaking attention to detail and perseverance."

Action taken by the PATA has resulted in 174 assurances that incorrect prices would be immediately amended and a further 11 undertakings that price cutting would cease.

"It seems unlikely that any change in RPM legislation will be proposed in the immediate future," says Mr Mulholland.

ABPI slams patent protection proposals

The supplementary protection certificates (SPCs) proposed as a political compromise to extend the patent life of pharmaceuticals in the EC will not be enough, says John Griffin, director of the Association of the British Pharmaceutical Industry.

"We have been campaigning for patent term restoration almost since the 1977 Patent Act was passed," he said.

Dr Griffin was speaking at the launch of the ABPI's annual review of the industry.

The argument on patents is indeed an old one. The ABPI maintains that because chemical entities are patented at the very earliest stages of research, much of the 20 year patent life can be consumed by later research and trials before the drug is bought to market. This works against products which are difficult to develop, says Dr Griffin, as effectively they would have the shortest remaining patent life of all.

The SPCs suggested by the European Council of Ministers would come some way to answering this by providing for an extension of up to 5 years on patent life, depending on the extent to which development has

eaten into the primary patent life.

Effectively this would extend patent life back up to a maximum of 15 years.

But Dr Griffin says: "This is less than the 16 years Brussels thought the industry should have when they started the process back in 1989".

Outgoing ABPI president Mr David Godfrey uses the forward of the report to attack the parallel import trade and generic substitution.

"The prospects for tomorrow's new and better medicines is not improved by substantial syphoning off of funds from the R&D based sector to parallel traders.

"The continued funding of the UK's industry's research and development programme could be further jeopardised by another threat which is beginning to re-emerge — the sector of generic substitution.

"Unless we are successful in our aims, British patents, the UK pharmaceutical industry and the UK economy will all be losers."

Nevertheless, much of the data published by the Association emphasises the success of the British pharmaceutical industry. Output increased by 6.8 per cent

while overall manufacturing output fell by 5 per cent last year.

Medicine exports were worth £2.5 billion, up by 13 per cent, and are currently the second largest foreign exchange earner in manufactured goods.

Investment in R&D topped £1.2 billion, representing 18 per cent of the industry's sales. And four of the top ten prescribed medicines worldwide were discovered in Britain.

"In terms of the national economy thank God for the pharmaceutical industry, because the rest of the country is in hell of a mess," says Dr Griffin.

Despite this the ABPI is unhappy about the pattern of prescribing in the UK.

"Usage of high technology drugs is still under 10 per cent of the NHS total spend." The ABPI have published figures to show this compares with 13.3 per cent in France and 16.6 per cent in West Germany.

"We are not very good at using modern medicines effectively," asserts Dr Griffin. "We have become low volume users of cheap medicines." The ABPI believes that a higher volume of prescription of new drugs leads to lower health costs overall.



Birmingham-based Lewis Woolf Griptight, the manufacturers of products for mother and baby, have unveiled a new look logo designed to suggest faith, trust and reassurance. The design features a baby's small hand grasping the finger of a reassuring parent's hand

AAH snap up more pharmacies

AAH continue to add pharmacies to their retail chain. The company has just bought five more pharmacies in Wimborne, Edinburgh, and the West Sussex and Devon areas.

In total AAH are paying £1,945,000 for the businesses by issuing 410,244 AAH shares. Of these, 279,809 have gone to institutions on behalf of the vendors. The businesses will trade as Vantage pharmacies within AAH's healthcare services division.

Advance information

Medicines Control Agency. Symposium on how to prepare a high quality product licence application on **September 15** at the Central Office of Information, Hercules Road, London SE1 7DU. Application forms and further details from the Conference Unit at the same address. Places limited to about 50.

Retailing in the 1990's. Two day conference on **September 28-29** at the Hotel InterContinental. Further details from the Financial Times Conference Organisation (Tel: 071-925 2323).

Packaging — An Unsung Hero? Society of Cosmetic Scientists regional lecture at the Clayton Lodge Hotel, Newcastle Under Lyme on **October 1**. (Tel: 0582 26661).

New medicine for a new millennium. Conference on complementary medicine in Kensington Town Hall, London on **October 6**. It is to be organised by Charterhouse Conference and Communications Co Ltd. Details from Caroline Elliott (Tel: 071-606 2435).

Development programme for executives in the health industry. Five day residential course in the Peak District commencing **October 11**. Organised by Graver Boots Associates to develop skills attitudes and knowledge relevant to the practice of management in the changing health environment. For details call (Tel: 0246 583440).

Ethical Holdings move into the black

The Ely based pharmaceutical development group Ethical Holdings has made a pre-tax profit for the year of £233,077. The previous year the company made a net loss of £106,041.

This is the first profit the group has achieved since it was founded seven years ago.

Commenting on the figures, Ethical's chief executive Dr Geoffrey Guy said: "It is most unusual for a pharmaceutical development company to be in profit at such an early stage."

Ethical believes that these results break the mould set by many young pharmaceutical start-up companies where low

revenues and high losses are seen as inevitable.

"This is an outstanding achievement for such a young company, particularly as Ethical has incurred no long term debt," said Dr Guy.

The company has generated income from its proprietary Rhotard controlled release morphine product and from new licences for both controlled release and transdermal devices, and for hormone replacement therapy and analgesics.

Ethical Holdings is not quoted on the Stock Exchange, but the board has expressed an interest in coming to the market.

Planogram update

Unichem have produced a new set of planograms, using Nielsen statistics to update the data.

The Nielsen figures represents sales of independent and multiple pharmacies excluding Boots.

The planograms have also been re-designed to make them easier to read and implement.

There is also now an "ideal" layout for pharmacy: The plan

positions the product groups to make customers' selection of their purchases as easy as possible.

Other new sections for which planograms are now available include footcare, fragrances, and drinks and healthfoods.

A complete set of the planograms costs £25, including one six-month update.

classified

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C1803 NORFOLK Established pharmacy on outskirts of town. Estimated turnover 30,992 (£297,161) based on 2210 items per month. 5½ day week. Local authority lease £8,000 per annum. Further potential to increase turnover. Price asked £120,000 for benefit of goodwill, lease, fixtures and fittings plus SAV. (£30,000 approx). **CONTACT EPPING OFFICE**

C1895 SUSSEX Town centre pharmacy with estimated turnover 31 December 1991 £400,000 based on 1350 items per month. Long lease with recently reviewed rental. Next review 1995. Busy trading position. Price asked £200,000 for goodwill, lease, fixtures and fittings plus stock at valuation. **CONTACT EPPING OFFICE**

C1938 SURREY/SOUTH WEST LONDON Established pharmacy in alternative location. Estimated turnover £170,000 based on 1100 items per month. 3 doctor surgery nearby. Relatively unopposed. Current rent £7,500 per annum. £35,000 for goodwill, lease, fixtures and fittings plus stock at valuation. **CONTACT EPPING OFFICE**

C1940 GREATER MANCHESTER Easily managed community pharmacy situated on busy main road of North Manchester. Projected sales £216,000. Gross profit at 27.8%. NHS monthly average 2700 items. Tenure leasehold or freehold. Price for goodwill, fixtures and fittings £105,000. Price for freehold at valuation circa £45,000 plus stock at valuation. **CONTACT LEEDS OFFICE**

C1939 NORTH EAST COAST Substantial community pharmacy situated in prominent trading position of North East coastal resort. Projected sales year ending 31.12.92 £650,000. Gross profit at 24.6%. NHS monthly average 4400 items. Tenure leasehold. Price for goodwill, fixtures and fittings £250,000 plus stock at valuation. **CONTACT LEEDS OFFICE**

C1647 WIRRAL Family pharmacy situated on the Wirral coast and located in mid terrace freehold property on main street. Property has a self contained four bedroom flat to let and second floors and full services. Turnover for year ending 5/4/91 £291,556. Gross profit of £62,986 at 24.15%. NHS items average 2,656 per month. Price for goodwill, fixtures and fittings £180,000. Price for freehold property £65,000. Stock at valuation approximately £30,000. **CONTACT LEEDS OFFICE**

C1934 NORTH YORKSHIRE COASTAL RESORT Community pharmacy situated in residential area of popular East Coast holiday resort. Projected sales year ending 30/9/92 £235,000. Gross profit at 27% £63,859. NHS monthly average 2178 items. Tenure - leasehold or freehold with substantial 4 bedroom accommodation. Price for goodwill, fixtures and fittings £110,000 plus stock at valuation. **CONTACT LEEDS OFFICE**

C1935 NORTH WALES COASTAL RESORT Community pharmacy situated on main street of popular North Wales holiday resort. Sales year ended 28/2/92 £333,700. Gross profit at 27.5% £91,000. NHS monthly average 1143 items. Tenure leasehold with 2 bedroom self contained flat. Price for goodwill, fixtures and fittings £155,000 plus stock at valuation. **CONTACT LEEDS OFFICE**

C1918 YORK Community pharmacy located in prestigious area of York. Double-fronted corner unit. Leasehold premises with ample potential. Projected sales year ending 31.7.92 £19,000. Gross profit at 28.5% £91,143. NHS average 1700 items per month. Price for goodwill, fixtures and fittings £197,000 plus stock at valuation. **CONTACT LEEDS OFFICE**

C1873 LEEDS Turnover £229,788 at 28.8% NHS 1795 items p.m. Price for goodwill, fixtures and fittings £155,000. **CONTACT LEEDS OFFICE**

C1880 NEWCASTLE Community pharmacy located in developing health centre. Easily managed business requiring pharmacist only. Sales year ending 30/4/91 £E154,869. Gross profit at 26.7%. NHS items average 1450 per month. Price for goodwill, fixtures and fittings £75,000 plus SAV. **CONTACT LEEDS OFFICE**

C1912 WEST MIDDS Newly established to Shopping Precinct. Turnover £300,000 projected to end of year. NHS 2250 items per month. 9:00am-7:30pm. Attractive shop. Lease at £3,350 p.a. Offers around £160,000 plus SAV. **CONTACT WALSALL OFFICE**

C1936 WEST MIDDS Pharmacy turnover £202,000 approx. plus Post Office salary £35,000 p.a. NHS 1000 per month. Attractive shop. Closed Saturday afternoon. Lease at £11,500 p.a. Offers invited for goodwill, fixtures and fittings plus stock at valuation. **CONTACT WALSALL OFFICE**

C1930 GLO'S Turnover £235,000. NHS items average 1500 per month. Easy hours. Good parade of shops serving large estate. New lease being negotiated around £4,750 per annum. Offers invited in respect of goodwill. **CONTACT WALSALL OFFICE**

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About people

Pharmacist coaches British team for Paralympic Games

The British wheelchair team at the Paralympic Games has "excellent prospects" says John Sloan, a pharmacist, official British team coach, and general manager of manufacturing at Daniels Pharmaceuticals.

The Paralympic Games are the Olympic Games for the disabled and will be held in Barcelona at the Olympic Complex from September 4-13.

Mr Sloan is working with the wheelchair group which will compete in all track and road events, from 100m sprint to a full marathon. The team includes two world record holders. "It is highly rewarding to work with such a high calibre team," he says.

As a registered senior coach with the British Athletics Federation and some 12 years

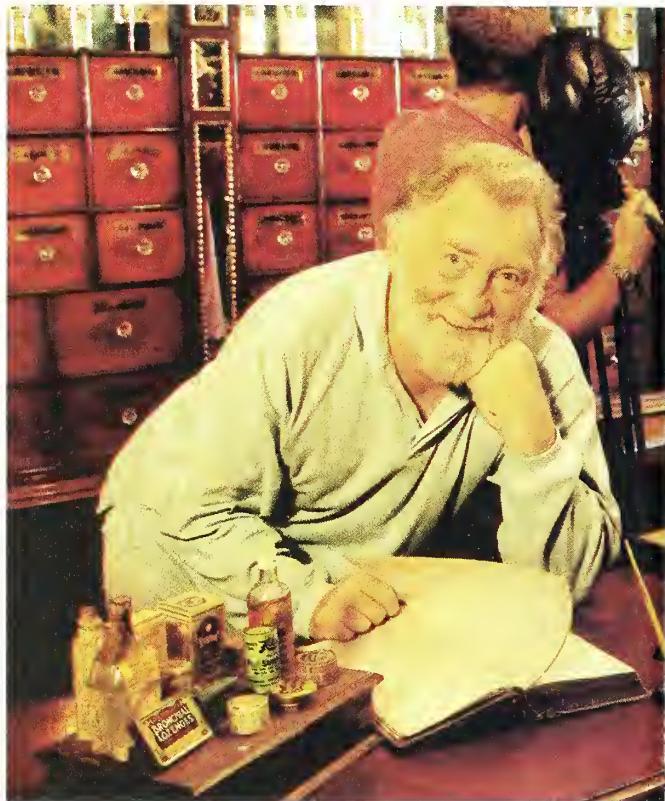
experience of coaching able-bodied athletes, Mr Sloan is well qualified for the position.

He says: "This is the first time I have coached disabled athletes, and it is a fascinating area of sport." In the USA and Australia wheelchair events are recognised as professional sports, earning athletes much higher prize money than in the UK.

Mr Sloan says that wheelchair sports are not taken seriously enough by the UK public and are seen as merely a way for disabled people to keep fit rather than recognising the participants as dedicated athletes. Some of the competitors in the Games have been completing more than 70 miles a week in training, often in unfavourable weather and traffic conditions.



George Melling, pharmacist and proprietor of K. Melling & Sons in Bolton, is the winner of two tickets for a trip to Paris from pharmaceutical wholesalers Hollinhurst. He won his prize following a visit to an open day held at Hollinhurst's new larger premises in Manchester. Mr Melling is pictured receiving the tickets from sales representative Sandra Johnson



A trip down memory lane

Dr David Bellamy, the son of a pharmacist and now well known conservationist and broadcaster, took a trip down memory lane when he visited the Scottish Department's reconstructed pharmacy in Edinburgh.

Dr Bellamy, accompanied by his brother Gervaise, was filming for a forthcoming BBC television series on plant medicines. He told Dr Lindsay Howden, assistant

secretary of the Scottish Department, that he had often watched his father, manager of Boots in Cheam, at work in the dispensary.

The brothers showed that they had picked up some of their fathers' skills when they made a creditable attempt at pill-making in rehearsal for the film sequence in which Gervaise plays the part of his father.



Jack McNeill (centre), of McNeills Chemist, Belfast, winner of the Cox Pharmaceuticals Northern Ireland Golf Day, is congratulated by Roy Smyth (right) and Roy MacMillan of Cox

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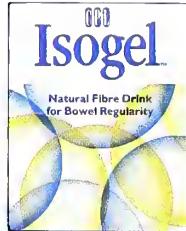
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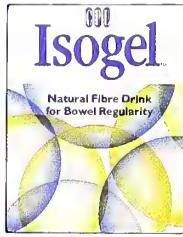


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